NOVEMBER 1, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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XUM

Just For Mom

By Jenny Lou Carson

When I was just a tiny tot,
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And I caused you grief and woe.
For years you cared for me, but now
My baby days are through—
And turn-about's fair play, dear Mom,
Now I'll take care of you.

It always makes me happy when
I find some little thing
That perhaps may make you happy—
Make you laugh and want to sing.
But no matter what I do for you,
I know 'twill never be
Enough to ever pay you back,
For what you've done for me.

The years are swiftly rolling by,
And gray is in your hair;
Don't think that I don't know, Mom,
That I helped to put it there.
But as long as God permits me
To stay beneath the blue,
I'll do my best to show you, Mom,
How much I care for you.

Jenny Lou Carson

WLS, Chicago

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On two programs Jenny Lou Carson offered to send listeners a copy of a poem she had written and read on her WLS program, 9 a.m. daily. Expecting perhaps a hundred or so requests, she offered to autograph them. Jenny Lou was astounded when she received 2,827 requests for the poem! And more than a fourth of the mail came from Chicago!

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ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION

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must!

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Emerson Drug Company (Bromo-Seltzer)
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J. Walter Thompson Co.
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*Space no longer permits a complete list of Sonovox users.

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Vol. 25, No. 18 WASHINGTON, D. C., NOVEMBER 1, 1943 $5.00 A YEAR—15c A COPY

Senate Radio Hearings Start Wednesday

Full Committee to Sit; Fly First Witness

RADIO gets its long-awaited opportunity this week to seek relief from the "life and death" powers of the FCC, with the opening of hearings Wednesday before the Senate Interstate Commerce Committee on the White-Wheeler bill (S-814) to revamp the antiquated Communications Act of 1934 and to remould the FCC.

Scheduled for 10:30 Wednesday morning in the Caucus room (318 Senate Office Building), the hearings will get under way with Chairman James Lawrence Fly of the FCC as the first witness. The fact that Senator Wheeler (D-Mont.), committee chairman, saw fit to conduct the hearings before the full committee, rather than a subcommittee, is indicative of the importance attached to new legislation by the Senate.

NAB Committee to Meet

Preparatory to presenting radio's side of the communications picture, President Neville Miller has called a meeting of the NAB Legislative Committee in Washington for Tuesday. Committee members are Don Elias, WWNC Asheville, N. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS, New York; Frank M. Russell, NBC, Washington vice-president; James D. Shouse, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Columbia, S. C.; Nathan Lord, WAVE Louisville; Ed Yocum, KGHL Billings, Mont.

Senator Wheeler asked Mr. Miller to prepare radio's case and handle the witnesses. Robert T. Bartley, director of war activities and legislative expert of the NAB, will supervise those activities, Mr. Miller announced. In addition to Mr. Fly and the NAB, the following groups tentatively have been listed as witnesses:

Newspaper - Radio Committee, through Sydney Kaye, counsel; Federal Communications Bar Assn., through Horace L. Lohnes, Washington attorney and president; Clear Channel Broadcasting Service, through Louis G. Caldwell, general counsel, and the four major networks. This, however, is not regarded as the complete lineup.

There was no estimate either by committee members or broadcasters as to how long the hearings will last. One plan to incorporate in the White-Wheeler record testimony taken at previous Senate hearings and that taken on the old Sanders bill in the House was submitted, but Senator Wheeler last week expressed the opinion that hearings on the White-Wheeler measure should start from scratch.

If the Sanders bill and other testimony bearing on radio legislation is incorporated into the Senate committee record, the hearings will be shorter, but should the committee decide to take its own testimony, the hearings obviously may become prolonged.

Possibility that the Senate Committee would rush hearings with a view of offering an amendment or two to the present Communications Act, stripping the FCC of the implied authority over program traffic and business operations handed the Commission by the Frankfurter decision as an immediate remedial measure, was a topic of discussion.

If that approach is followed, it

(*Continued on page 48*)

LEGISLATIVE HIGHLIGHTS

1. Chairman Lea (D-Cal.) of the House Select Committee to Investigate the FCC will ask for additional funds to carry on the investigation. Will call a committee meeting this week to make several important decisions.
2. Chief Legal Counsel Eugene L. Garey of the House probers denied he will resign. Indications are he will remain, at least for the present.
3. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee set hearings on the White-Wheeler bill to revamp the Communications Act for 10:30 a.m. Nov. 3 in room 318 Senate Office Bldg.
4. Small radio and media other than newspapers ignored by Senate Banking & Currency Committee in reporting out the Bankhead Bill (S-1457) to create a 30 million dollar subsidy for newspapers through Government-paid War Bond advertising.
5. Rep. Karl E. Mundt (R-S.D.) addressed to each Federal Communications Commissioner a letter asking his views on freedom of speech as it relates to radio.

Gallup Finds Small Repair Problem

500,000 Radio Homes in Need of Tubes or Servicing

EVIDENCE that not more than 500,000 radio homes are in need of tubes or repair parts for their sets is contained in the Gallup Poll report of Oct. 28. This was viewed in industry circles as strongly refuting all "scare stories" inferring that radio's effectiveness is being impaired by shortage of civilian radio tubes.

It was pointed out that the Gallup figure has no relation to the number of persons listening or the amount of time spent in listening. All surveys since the war's onset, show conclusively the radio audience today is the greatest in history.

Tubes End List

The Gallup Poll, conducted by the American Institute of Public Opinion at Princeton University, and regarded as the most reliable of all institutions using the sample survey method, sought to ascertain what products and items American families "need very much right now". The exact question asked was *"Aside from food, what things that you need very much right now for your home or family would you buy if you could get them?"*

Tires headed the list of reported needs, followed by stockings, refrigerators, automobiles, washing machines, electric irons, shoes, "bobby pins" and hair pins, stoves, kitchen utensils, elastic articles (garters, girdles, etc), and last of all, radios. The poll indicated that 1,100,000 families would buy sets if they could get them, and that 500,000 families need repairs or parts, tubes especially.

On the basis of 31,000,000 radio homes, this would be 1.61 per cent, assuming that all of the homes are one-set homes. This, however is far from the case, according to industry statistics, as a large proportion of homes have two, three or even more sets. At the beginning of the war sets in use in the U. S., including automobile radios, totaled 59 million. With this in view, the actual number of radio homes deprived of program service by dead sets probably does not exceed one per cent, according to trade sources.

Even this small percentage, however, is a matter of serious concern to broadcasters. The war agencies of the government are committed to a program for maintaining one set per radio home, but although tube production is at an astronomical level, only a small number are being made available for civilians. WPB's Radio & Radar division confirms the report that civilian tube manufacture now runs an average of 1.5 million per month. The estimated need for replacement tubes has been put as high as 4.5 million per month.

The current situation on listening and set maintenance could be summed up as more people listening more hours than ever, and, a small percentage of sets that are inactive because of inadequate tube and parts replacements, with the figure likely to increase if the government, through WPB, does not permit fabrication and delivery of the public's minimum essential needs for maintenance.

LEADING SPONSOR, AGENCY, and network officials met with OWI chief, Elmer Davis, and his radio aides in a special conference last Thursday in New York. The group discussed various phases of war effort programming. Seated around table, clockwise, outer side are: John Gordon, Larry Carter, Antonio Zagi, W. R. Huber, George P. Ludlam, Cornwell Jackson, Dr. W. B. Mumford, William Spire, Elmer Davis, Philip H. Cohen, Jack Mullen, John Hymes, William Fairbanks. Inner side: William Stuhler, Kay Winn, Tom Slater, Harry Holcombe, Blayne Butcher. Standing (l to), John J. Van Nostrand, S. Heagan Bayles, H. M. Dancer, Harry Carlin, Harry Levin, Park Simmons, W. N. Connolly, Harold Rosenberg, Edgar Kobak, Robert Peare, Don Cope, Douglas Meldrum, E. Hesse, William Fricke, Merritt W. Barnum, Chester McCracken, Paul Kesten, L. L. Shenfield, A. K. Spencer, Ted Sisson, L. J. Tobin. (Note wall photos!)

OWI Radio Heads Meet Net, Sponsor, Agency Men in N. Y.

War Information Job is Discussed in Session Called by New Chief of Radio Bureau

RADIO'S role in the war and the job ahead were described by OWI officials at a meeting last Thursday in New York with members of the radio committee of the War Advertising Council, representatives of networks, sponsors, and agencies. The meeting was called by Phil Cohen, chief of the Radio Bureau, to bring together various segments of the industry for the first time since he assumed his present post [BROADCASTING, Oct. 18].

The group heard a brief talk by Elmer Davis, OWI director, who presented an overall picture of OWI operations. Mr. Cohen outlined the problems which OWI is called upon to handle, the contribution of radio in the solution of these problems, and what radio may look forward to in the near future. He reported that 138 campaigns have been carried on by the OWI and cited the vast listener audiences reached by radio.

Campaign Plans

William M. Spire, deputy chief of the Bureau, reported on effectiveness of the various campaigns, coverage obtained through the various allocation plans, and plans for coming campaigns. William F. Fairbanks, chief of the allocations division, traced the growth of the network and national spot allocation plans and cited the results of 1,000 monitoring reports by OWI staff members. He said the most effective treatment of war messages was integrating the message into the program and that such programs constituted 21% of the total.

John Mullen, copy chief of the New York branch of the Bureau, explained the operations of the national transcription plan. George Ludlam, chief of the special assignment division of the New York branch, outlined coverage obtained through the special assignment allocation plan. John D. Hymes, chief of the station relations division, reported on the operations of the regional station relations offices and the voluntary clearance centers.

Merritt Barnum, deputy chief, New York branch, and Cornwell Jackson, deputy chief, Hollywood branch, described the services performed for the radio industry by their respective offices.

Survey Proposed

Paul Kesten, CBS executive vice-president, proposed that the OWI undertake in the near future another survey determining frequency effectiveness of government announcements and saturation point from standpoint of listener reaction.

A confidential study of that type was made by the U. of Denver in cooperation with the OWI eight months ago. The OWI allocation plan developed out of the disorganized frequency of Government messages on the air which, it was claimed, were anesthetizing audiences rather than doing an effective propaganda job. Under the allocation plan, the OWI has studied the field carefully, keeping announcements at a minimum for effectiveness.

Discretion in spacing of war government messages was urged, with placement of OWI announcements so they do not conflict with local war effort announcements or suffer by contiguity.

Present were:

Mr. Kesten; Robert Peare, General Electric Co.; W. R. Huber, Gulf Refining Co.; W. N. Connolly, S. C. Johnson & Sons; Edgar Kobak, BLUE; William Stuhler, General Foods Corp.; E. Hesse, ANA; Kay Winn, BBDO; Frank Mullen, NBC; L. J. Tobin, Standard Brands; Tom Slater, MBS; H. M. Dancer, Blackett-Sample-Hummert; William Fricke, McCann-Erickson; S. Heagan Bayles, Ruthrauff & Ryan; Chester McCracken, Pedlar & Ryan; Walter Craig, Benton & Bowles; A. K. Spencer, J. Walter Thompson Co.; Walter Lurie, Foote, Cone & Belding; Douglas Meldrum, War Advertising Council; H. L. McClinton, N. W. Ayer & Son; Don Cope, Ted Bates Inc.; Blayne Butcher, Ward Wheelock Co.; Tom Revere, Ted Bates Inc.; Harry Holcombe, Wm. Esty & Co.; Larry Carter, Compton Adv.; L. L. Shenfield, Pedlar & Ryan; John Gordon, Compton Adv.; Ted Sisson, Pedlar & Ryan; A. Zagi, Young & Rubicam; John Van Nostrand, Harold Rosenberg, Jerry Brooks, Harry Levin, Harry Carlin, OWI New York, and Park Simmons, OWI Washington.

MORRIS QUITS OWI, NOW COWLES AIDE

SEYMOUR MORRIS has resigned from the OWI to become assistant to Gardner Cowles Jr., president of the *Des Moines Register & Tribune*, the Iowa Broadcasting Co., and *Look* magazine. One of Mr. Morris' first duties will be to set up a new Cowles research and surveying department in Iowa.

Mr. Morris entered the Government in March, 1942, serving as liaison with the retail industry under the Office of Facts & Figures. When the OFF was absorbed by the OWI the following June, he became chief of the allocations section of the Domestic Radio Bureau. Last August he transferred to the OWI Overseas Branch as a field representative.

Prior to joining the Government, Mr. Morris was an account executive with Compton Advertising Inc. He had previously served with Benton & Bowles and Lord & Thomas.

R. H. SIEMENS, with RCA since 1933, has been appointed chief engineer of RCA Victor Argentina, wholly-owned RCA subsidiary in Buenos Aires. He succeeds Paul Bennett, who has returned to the company's Camden headquarters.

Census Data Show Population Shifts

Ration Book 2 Totals Reveal County Wartime Figures

LATEST figures on U.S. population by counties were released last week by J. C. Capt, director of the Bureau of the Census, U.S. Dept. of Commerce. These county totals are based on registration for War Ration Book 2, regarded as the "best available basis for estimating the present population for areas smaller than the U. S., according to the Census official.

Also released for distribution is a new U. S.. map showing density of population by "minimum civil division", including counties and county seats. This large wall map in two sections (unmounted), printed in two colors, is available from the Supt. of Documents, Washington, for 40 cents.

The ration book totals show that U. S. civilian poplation has undergone both decrease and redistribution since the beginning of the war. Total civilian population has been cut 2.4 per cent by inductions into the military services, while the population of the 237 metropolitan districts of the country has increased by the same percenatge.

Earlier releases have covered the shifts of population between different regions of the country [BROADCASTING, Aug. 2], and the totals of population residing in the 237 metropolitan areas [BROADCASTING, Aug. 30]. Only slight revisions have been made in the latest release, which includes the county figures not hitherto published. It is understood that the Bureau is working on plans for tabulating returns from registration for Ration Book 4, as soon as they are available. When published these will furnish a check on the data developed from registration for Ration Books 1 and 2.

Copies of the release giving the totals for the more than 3,000 U. S. counties can be had by writing to the Bureau of the Census, U. S. Dept. of Commerce, Washington.

Morse to Commerce

JOHN H. MORSE, with 18 years experience in the fields of industrial advertising and selling, has been appointed a consultant to the Dept. of Commerce. He was formerly vice-president of the Buchen Co., Chicago industrial advertising agency, and is now associated with Arthur Kudner Inc., New York. In 1941-2 Mr. Morse was chief of the division of commercial and economic information in the Bureau of Foreign and Domestic Commerce. As a consultant, he will serve as an advisor on Commerce Dept. publications relating to community economic development and post-war marketing.

Mr. Morse

XUM

FCC Stiffens Enforcement of Net Rules

Jumps on CBS as Senate Probe Approaches

RIGID ENFORCEMENT of the network regulations to the infinite degree, covering the spirit as well as the letter of the rules, was forcibly pursued by the FCC last week in pouncing upon CBS for alleged infractions in at least three particulars accompanied by the threat to the network's affiliates, that their license renewals may be in jeopardy.

Released a week before the scheduled start Nov. 3 of hearings before the Senate Interstate Commerce Committee on new radio legislation, the FCC letter was regarded as a sort of curtain-raiser to focus attention on network-affiliate relationships. Paul W. Kesten, CBS executive vice-president, in immediately joining issue, expressed complete surprise over the FCC's action, pointing out that the language of the amended contracts had been approved in substance legally by FCC General Counsel Charles V. Denny last August, and that FCC Chairman James Lawrence Fly had approved the CBS option time plan May 29.

Tempest in Teapot

Though the development was spectacular, it was variously interpreted as a tempest in a teapot. First, Mr. Kesten advised CBS affiliates last Wednesday a few hours after the FCC released its letter, that if the FCC insists its jurisdiction extends to phraseology and to non-legal matters, then CBS will do its best to conform. Moreover, it was clear that CBS affiliates, rather than risk any license renewal proceedings, would insist upon contract language spelled out by the FCC. It will all clear up following further conferences with FCC counsel.

Queried about Mr. Kesten's statement, Mr. Denny said last Friday that it was "not true that I stated last August or at any other time that this form of contract complied with the regulations". He asserted Mr. Fly previously may have given his assent to the form of telegram sent to CBS affiliates in May, but that this was in the nature of interim action.

The FCC's position is that CBS, having received the preliminary approval, should have prepared an entirely new form of contract. New affiliation and renewal contracts, according to the FCC view, should have been executed on "clean contract" forms.

The reason for the FCC's renewal threat against affiliates was because the regulations place the burden upon them as licensees. Networks are not licensed. Commission's informal complaint was that CBS had not changed the language of its contracts to conform with the regulations dealing with option-time, network exclusivity and territorial exclusivity. The FCC, however, did point out that the contracts carried certain "saving clauses" as riders, but did not explain that these specified that any portions of the contracts regarded as at variance with the requirements of the network regulations were modified to make them conform as long as the regulations are effective.

The Commission's letter to CBS, copies of which were sent all of the network's affiliates, was approved at the Commission meeting last Tuesday and released to the press Wednesday.

Objection to Clauses

The Commission told CBS it was informed that since the regulations became effective last June, the network had entered contracts with at least four stations—WPAD Paducah, WHOP Hopkinsville, KEYS Corpus Christi, and KGBS Harlingen. These contracts were said to contain clauses dealing with exclusive affiliation option time and clearing of time on 28 days notice.

The Commission then cited the "savings clauses" and said no question was raised concerning them before because the Commission wanted to achieve a transition under the regulations with minimum delay and without requiring redrafting of all existing network affiliates contracts.

"However," said the letter, "the entering into new contracts containing the very clauses which the Commission has found not to be in the public interest raises a very serious question under the chain broadcasting regulations, even though the objectionable clauses may be limited by other clauses in a schedule attached to the contract. Such contracts would appear to hinder, if not prevent, a station from exercising the degree of freedom specified in the Chain Broadcasting regulations".

The FCC alluded to a letter which it said was under date of June 7 to CBS affiliates dealing with option time. It held that this letter appeared to set up a time schedule which did not comply with the requirements of the option time rule, since it appeared to specify four and one-half hours rather than the three hours required in the regulations for the afternoon segment, and four and one-quarter hours rather than the three hours specified in the regulations for the evening segments.

CBS said the letter in question was dated June 8, rather than June 7, and was sent by Herbert V. Akerberg, vice president and director of Station Relations, to affiliates as a purely informatory letter. It dealt with the sale of local and spot time on other than a guaranteed basis in certain time segments. [Text on p. 52.]

The Commission's letter said that at least certain CBS affiliates appeared to have accepted the time schedule contained in the Akerberg letter, which, in its judgment, resulted in an express agreement violating the option time rule. Two Florida stations, WDBO Orlando, and WQAM Miami,—were quoted as having accepted these schedules by letter.

The Commission added that it appeared a large number of CBS affiliates may have in fact agreed to sell time to others on a guaranteed basis only during the periods set forth in the Akerberg letter.

The Commission asked CBS to supply its comments concerning both the written contracts which contained clauses "in violation" of the three regulations, and concerning the agreement or understanding which it held "in violation" of the option time rule. It asked that these be submitted promptly so that they may be considered "in connection with applications for the renewal of licenses of stations for such contracts or understandings with CBS".

First Expression

Mention by FCC of the contracts signed with the four new outlets of the network brought from CBS the information that WPAD and WHOP joined the network within the past few weeks. The remaining two stations, KEYS

(*Continued on page 53*)

KESTEN'S TELEGRAM TO AFFILIATES

FOLLOWING is the full text of the telegram of Paul W. Kesten, CBS executive vice-president, to the network's affiliates, sent Oct. 27 following release by the FCC of its letter alleging violation of three of the network regulations promulgated last June 15:

We have today learned of letter which FCC is sending us criticizing our affiliation contracts as amended to conform with the rules and further criticizing Akerberg's June 8 letter to you concerning the periods in which we would seek no clearance for network programs. We have also seen copy of Commission press release charging that affiliation contracts violate three Commission regulations and stating Commission is sending duplicate letter all CBS affiliates.

This will inform you that language of amended contracts was discussed with Commission's Chief Counsel Denny in August when Denny agreed same fully complied with Commission rules from legal standpoint. We are therefore amazed at sudden public attack without warning threatening license renewals of stations in connection with phraseology of new contracts despite full legal compliance with Commission rules.

In criticizing June 8 letter the Commission apparently refers to helpful information from us advising you of certain time periods in which we would not seek clearance for network programs and misconstrues this as an option to us on your part on all other time periods. This completely ignores our telegram of May 29 which officially specified option time under the rules and which Mr. Fly approved personally in advance.

The Commission's letter also ignores the express desire of many affiliated stations for more than three hours of sponsored programs covered by network options in each time segment. You will see from the above that we have made every reasonable effort to protect our affiliates from any claim of non-compliance with the rules. If as a result of further conferences with the Commission it confirms its desire to extend its jurisdiction into the field of phraseology of contracts, as distinct from their legal content or effect, we will, of course, in view of the present state of the law, have no alternative but to comply. If the Commission also finds that its jurisdiction applies to non-legal but purely informatory letters from us to our affiliates, we will do our best to handle these in a manner satisfactory to the Commission.

TEXT OF FCC LETTER TO CBS

TEXT of the FCC letter alleging violation of the chain broadcasting regulations by CBS, as sent to the network and its affiliates on Oct. 27, follows:

The Commission is informed that since the effective date of the Chain Broadcasting Regulations, you have entered into new affiliation agreements with Stations WPAD, WHOP, KEYS, KGBS, and perhaps others, containing such clauses as the following:

"Columbia will continue the station as the exclusive Columbia outlet in the present standard broadcast band in which the station is located and will so publicize the station, and will not furnish its exclusive network programs to any other station in the present standard broadcast band in that city, except in case of public emergency * * *."

"The station will operate as the exclusive Columbia outlet in the present standard broadcast band in such city and will so publicize itself, and will not join for broadcasting purposes any other formally organized or regularly constituted group of broadcasting stations. The station shall be free to join occasional local, statewide or regional hookups to broadcast special events of public importance."

Special Events

"The station will broadcast all network sponsored programs furnished to it by Columbia during the time when the station is licensed to operate; provided, however, that except

(*Continued on page 52*)

WLB Hearings Resume; NBC Spurns Fees

Network Officials Scan Situation Carefully

By BRUCE ROBERTSON

PUBLIC hearings on the dispute between the recording industry and the American Federation of Musicians will be resumed Wednesday at 10:30 a. m. in New York by the tripartite panel appointed by the National War Labor Board to investigate the ban on recordings. Hearings had been scheduled Nov. 1, but on Friday the union notified the panel that James C. Petrillo, AFM president, would not be available until Wednesday. With the consent of Columbia Recording Corp. and RCA-NBC, the hearings were postponed.

NBC Radio-Recording Division, the only one of seven transcription companies originally parties to the proceedings, which has not signed with the AFM, last week notified the subscribers to its Thesaurus library transcription service it would not accept the principle of payment of fees into a union employment fund , but would continue to fight for an "arrangement on a sound basis".

Reduces Charges

Effective Nov. 1, NBC stated, it will curtail its monthly releases, passing along the savings to subscribers by reducing its monthly charges by 25%.

RCA-Victor Division of RCA and Columbia Recording Corp., major phonograph record manufacturers, have become parties to the hearing and are continuing their resistance to the principle that an employer should be forced to contribute to the support of persons he does not employ just because these persons belong to the same union as his employes.

Top executives of the four nationwide networks are working closely together in their consideration of the demands made of them by Local 802, New York branch of the AFM, for new contracts to replace the network agreement which expires Jan. 31, 1944. These demands, which include a 15% wage increase retroactive to Aug. 1, 1943, were submitted to the networks by the local last August. Shortly after negotiations were started, the local union received an order from the national AFM to halt all conferences with the networks—an order that is still in effect.

Indicative of the solidarity of the network front is the fact that they have asked Mrs. Anna Rosenberg, New York regional director of the War Manpower Commission, to give up this post to serve all four networks jointly as labor consultant. Mrs. Rosenberg has not yet given an answer.

This concerted action also indicates the serious view the networks are taking of the anticipated AFM action against radio. The question seems to be not whether, but when it will come. Perhaps the union will hold off until Jan. 31. Perhaps it will move much sooner.

Early in the WLB hearings, on Sept. 9, James C. Petrillo, AFM president, pointed out that more than 160 stations, many of them network affiliates, who were outside the jurisdiction of any AFM local, had now been allocated to the locals nearest them. "They don't employ musicians now," Mr. Petrillo declared, "but they are going to within the next 60 days."

The continuation of the hearings by the WLB panel may forestall any immediate AFM move against radio. Although most transcription companies, as well as Decca and a number of smaller makers of phonograph records have accepted payment into the unions "employment fund" as a condition of employing AFM members, the AFM conquest of the recording industry is far from complete as long as CRC and RCA-NBC hold out.

The WLB, having accepted jurisdiction over the dispute, has the authority to order the union members back to work for the companies and if no agreement is reached voluntarily, the WLB also has the authority to stipulate the terms and conditions upon which work is to be resumed.

Radio Next

In refusing to accept the AFM doctrine that an employer of certain members of a union is bound to contribute to the support of other members whom he does not employ, CRC and RCA-NBC are fighting not only against the establishment of this principle in the recording industry, but against its spread throughout all industry. It seems logical to presume that if an AFM employment fund is established by the recording industry, the union will soon demand similar contributions from the broadcasters, theatres, dance halls and all other employers of musicians.

Furthermore, if the musicians employed in recording are to receive this special treatment, it will not be long before the unions representing actors, singers, technicians and others employed by the recording companies are making similar demands for their members. And, if they succeed in the recording field, these other unions will also expand their demands to include all fields in which their members work.

The inevitable result would be that all industries employing organized labor would soon find themselves paying percentages of their gross income to all unions whose members they employ, a situation certain to have disquieting, if not disruptive, effects upon our national economy.

Egner Telegram

This line of argument was strongly supported by the report of the NAB steering committee [BROADCASTING, Oct. 25], which declared that the principle put forth by the AFM is "economically and socially unsound" and that "its perpetuation will thwart democracy within the labor movement itself and be destructive of good relations between all labor and all industry."

Telegram sent Oct. 25 to Thesaurus subscribers by C.Lloyd Egner, NBC vice-president in charge of the Radio - Recording Division, reads as follows: "To clarify Thesaurus position re AFM, we are not accepting contract presently offered because while money involved is unimportant it contains principle of direct payment to union instead of musicians who work for us. We will therefore continue our efforts with War Labor Board to obtain arrangement on sound basis. Pending final conclusion we have no alternative but to substantially reduce our new monthly releases and will pass on to subscribers benefits of resulting savings by temporarily reducing our monthly charges effective Nov. 1 25%. Trust our action will meet with continuation your fine support."

J. W. Murray, general manager of RCA-Victor, on Friday sent a letter to the company's recording artists explaining that RCA is "ready and anxious to begin recording again", but is "unwilling to pay money either direct to a union or to persons not employed by us and who never have been employed by us."

Neville Miller Appoints 11-Man Music Committee to Protect Radio's Interest

RECOGNIZING the need for continuing surveillance of the music field, because of its importance as a basic radio commodity, NAB president Neville Miller last week announced appointment of an 11-man music committee, which will hold its first meeting in New York Dec. 1-2. Campbell Arnoux, general manager of WTAR Norfolk, was named chairman of the Committee, which following its initial meeting will issue a report to the NAB membership.

Declaring that the industry too long has fought defensive battles in the music field, Mr. Miller said that the more it learns about music, the greater will be the public response and the listening audience. Claims of ASCAP, in connection with interpretation of station contracts, will be studied as part of the immediate work of the Commitee.

"Music in its many aspects plays a most important part in broadcasting," Mr. Miller said. Not only must the industry take steps to insure an adequate supply of music as was done by the creation of BMI; not only must it protect itself against the actions of James Caesar Petrillo, but it must study the whole field of music, learn more about its possible and varied uses, anticipate the problem which the industry will face over a term of years, and adopt a constructive program."

Alluding to the ASCAP audits and the interpretation of ASCAP

(Continued on page 54)

Write New AFRA Disc Pay Contract

Agreement Matches Network Scale For Performers

AGREEMENT in principle on the terms of a new contract to succeed the one expiring Nov. 1, was reached last Friday by the American Federation of Radio Artists and employers of AFRA members for work on transcribed programs. Contract is now being redrafted in line with the oral understanding and the groups will meet again this afternoon [Monday, Nov. 1] to sign the new contract.

The new agreement calls for an increase in minimum wage scales for performers on transcribed programs, bringing them into parity with scales for network broadcasts. The increases amount to approximately 100% for spots of five minutes or less, and 30% for programs of 15 minutes or more. Sound effects men, whom AFRA had attempted to include in the contract at the same scale as actors and announcers, are to continue as staff employes at fixed weekly salaries, as before, but arrangements were made for special payments for overtime and free-lance work performed by these men.

Negotiations between the union and the advertising agencies, transcription companies and independent program producers have been in progress for some weeks, continuing longer than had been expected, largely because the War Labor Board hearings of the dispute between the transcription companies and the American Federation of Musicians prevented transcription executives from attending the meetings with AFRA.

Good spot open!

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

After many months of "S. R. O." an opening on W-I-T-H's famous "Housewives Jackpot" program is now available.

Monday thru Saturday—2:30-3 P.M.
$65.00 (includes time and talent)

Subject to prior sale. So, better wire collect . . . right away!

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Davega to Share WMCA Operation

Application for Transfer Will Be Filed in a Few Days

WITH THE formation of Cosmopolitan Broadcasting Corp. as the new corporate structure to own and operate WMCA New York, application for transfer of the license of the station from Edward J. Noble, new owner of the BLUE Network, probably will be filed early next week with the FCC. The transaction involves a sales price of $1,255,000.

Cosmopolitan, formed by Nathan Straus, former United States Housing administrator, who negotiated the purchase from Mr. Noble, will also embrace the Davega-City Radio Inc., New York chain store organization. The substantial interest of this company will not be disclosed until the applications are filed with the Commission.

Stark to Remain

Mr. Straus, who will be president of the new company and its directing head, will have as his associates H. M. Stein, president of Davega, who will serve as treasurer and board member, and A. Davega, vice-president of Davega-City Radio. Charles Stark, vice-president and sales manager of WMCA, will continue as a director. All operating personnel will remain unchanged, according to Mr. Straus.

Cosmopolitan has an authorized capital stock of $675,000, all of which will be issued. Additional funds required for the purchase of the properties and for working capital will be obtained through issuance of other securities to the stockholding interest.

Donald Flamm, former owner of WMCA, whose suit for rescission of the sale of the station to Mr. Noble in January, 1941, is pending in the New York Supreme Court, has announced his intention to intervene and become a party to the proceedings, once the application has been filed. On Friday Mr. Flamm's attorneys, Handelman & Ives, filed an appeal with the appelate division of the New York Supreme Court from the order issued Aug. 30 by Judge David Peck denying Mr. Flamm's motion for a temporary stay order restraining the sale of WMCA until after the trial of Mr. Flamm's suit against Mr. Noble.

Plans for Vimms

A HALF-HOUR weekly package show built around Frank Sinatra is under consideration by Lever Bros. Co., Cambridge, to start after the first of the year on CBS for Vimms Vitamins. Probable time for the new series is Wednesdays, 9-9:30 p.m., currently occupied by another Lever show, *Mayor of Our Town*. BBDO, New York, is Vimms Agency.

Capt. Knode, Wound Healed, Takes NBC Washington Post

WELCOME FOR TOM KNODE was staged at NBC Washington last week as Frank R. Russell (r), NBC vice-president, and Carleton Smith, WRC manager, greeted their new public relations director in the capital. Capt. Knode, recovered from wounds suffered in New Guinea, has returned to the NBC network position after his recent release from the Army.

RADIO'S HERO has returned. Capt. Thomas E. Knode, U. S. Army (ret.), awarded the Distinguished Service Cross for "Extraordinary Heroism in action near Buna, New Guinea", is back with NBC as director of public relations in the Washington office. He is in charge of local and national publicity and contacts.

The position has been open for him since he entered the service, according to Carleton Smith, manager of WRC, NBC Washington outlet. "We wanted Tommy back from the day he left," Mr. Smith said. "And we are not only extremely proud of him, but also flattered that he wanted to come back. He has a wonderful record both with NBC and the Army."

Wanted to Fight

When Capt. Knode was called to active duty as a reserve second lieutenant in March, 1942, the Radio Branch of the War Dept. Bureau of Public Relations, under Col. E. M. Kirby, requisitioned him because of his radio experience. He turned down the offer, however, preferring—in his own words—"to fight this war on the battlefield, not at a desk in Washington". He went into battle with his men of the 126th Infantry, with whom he had trained.

The man who holds the highest honor yet awarded anyone in radio during this war—and an award second only to the Congressional Medal of Honor—refuses the role of hero, and says with as much sincerity as modesty, "There were a lot of others out there who deserved it more than I did." He is more pleased about being out of the hospitals of New Guinea, Australia and the States, and being back again at NBC, where he was news editor before going to the South Pacific.

Tom was a lieutenant in command of a platoon storming the Japs out of New Guinea, in the now familiar Buna Village area. American forces were deep inland, attempting to reach the sea, past the heavily fortified Jap positions around Buna Mission and the village. Japanese pillboxes surrounding the village and machine guns lined up along the Jap-held line repulsed each successive American attack.

After days of hard jungle fighting, two columns, one under Lt. Knode's command, succeeded in opening an avenue to the sea. The columns were flanked by Japs, but after reaching their shoreline objective, turned toward the pillboxes of Buna Village. The men had advanced several hundred yards when Lt. Knode was wounded in the leg by a sniper.

The citation tells the rest of that story. "He disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the foot, and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon." The second bullet entered through the ankle and shattered the bones of his foot.

It was for this act of "conspicuous bravery" that he was awarded the DSC by his Division Commander in Australia. The lieutenant who took over the command in the next attack in that sector was killed.

Knode praised the jungle performance of the 288 radio communications sets widely used in the Pacific battle area. He tells of one night, about three days march from Buna when American forces were communicating via the 288's, which are for code signals, and not for talking, when suddenly a voice cut in, speaking Japanese. He jabbered for some time, trying to jam the line, but the dot-dash signals still came through as clearly as an orchestra accompanying a soloist.

Lt. Knode's battalion was the first—and only one—to cross, on foot, the jagged Owen Stanley mountain range on New Guinea, separating Port Moresby from the Jap base at Buna. After Knode and the men left Moresby, reconnaisance planes discovered a landing strip along the beach that was not in a Jap sector, so the other troops were flown in. The men, carrying full battle equipment, crossed the 90-mile stretch of 11 mountains in 20 days, much of it perpendicular climbing.

"We divided up into seven sections," Knode said, "nine hundred of us. The first group had a native guide who had been part of the way across the range before. The rest of us followed, some two or three days apart. The leaders left markings along what trail they had made, but those tropical rains were so heavy that most of the markings were gone in a few hours, so each group practically had to find its own way, following mountain passes, streams, and gullies."

No Place to Rest

He said most of the mountains were razor-back "with the crest of them about as wide as a desk, so there was no place for the men to rest". And then there was also the danger of Jap action along the Buna side of the range. "But of the 900 of us," he added, "850 arrived on schedule, and most of the other 50 straggled in later."

As the first in a series of events held in Capt. Knode's honor, there was a luncheon at the Statler Hotel in Washington on Thursday, Oct. 28, given by WRC, and attended by Washington newspaper men. A number of functions are planned.

Before joining NBC, Knode was with the Washington bureau of the United Press. His wife was formerly with NBC in the program department. They have three daughters, the youngest born last September while Capt. Knode was in the South Pacific.

Adam Hat Testing

ADAM HAT STORES, New York, will start a test spot campaign shortly, according to Badger, Browning & Hershey, agency. The hat company will continue its BLUE program, *That's a Good One*, and occasional top boxing bouts on the BLUE, through Glicksman Adv., New York.

How America is using one of its greatest war weapons

When war struck, the United States had one asset unmatched by any of our enemies or our allies.

This asset was the enormous number of our people who listened to the radio as regularly as they ate their dinner and supper . . . *and who could be reached with vital war messages every day of the year.*

This audience consisted of about 100 million citizens whom the Government could *count on* to turn to their radios—not just *hope* that they would.

Today, for example, the Government *knows* that from 25 to 30 million people will listen to Fibber McGee & Molly . . . 23 to 25 million to the Lux Radio Theater . . . 23 to 27 million to Jack Benny . . . and so on down the list.

This audience was built over the course of years by American business. It could not be duplicated quickly, no matter how much money was spent.

Business did this

In generous measure, business has turned over this powerful weapon to the Government, to be used to spread messages necessary to the successful prosecution of the war.

Every one of the big network shows and a great majority of the local station programs are devoting part of their time to some vital Government message. More than $90,000,000 worth of time and talent was donated to the Government in 1942. *At present, approximately $8,000,000 worth of such time and talent is being donated each month.*

In large part these radio programs are produced and the war messages in them are written by the advertising agencies of the country. And the number of these separately written and conceived messages runs into many thousands.

For instance, in 1942 some 600,000 individual programs carried war messages, and many of these programs carried more than one per broadcast. In addition to these, the stations themselves broadcast more than 5½ million war announcements which appeared between programs rather than as part of them.

In terms of *actual broadcast time*, the figures are almost incredible. In June of this year, the latest month on which data is available, American radio stations broadcast war messages—ranging from 18-second spot announcements to 90-minute live broadcasts—that totalled up to *more than 18,000 hours, more than 750 days, of listening time.*

Now these millions of messages—which inform Americans of things they can and should do—are not the only way in which radio has helped us fight a better war.

Like the American newspapers and magazines, radio has made America aware of the seriousness of our struggle in other powerful ways.

Using news from all over the world supplied by the great American newspaper services as well as by its own news gatherers, radio has given this country hour-by-hour coverage of the war.

Each week the 911 American radio stations now on the air broadcast an average of 18 hours and 26 minutes of news. The four major networks, alone, have 97 newscasters, devote approximately 87 hours per week to news and comment on the news.

Like the newspapers and the magazines, radio has brought home to us our enormous task through stories told by our front-line fighting men. It has helped expose enemy propaganda. It has related the achievements, and problems, of American production. ***It has enabled 100 million Americans to gain inspiration and knowledge by listening***

(*continued on next page*)

How America is using one of its greatest war weapons

(*continued from preceding page*)

directly to the leaders of our country and our Allies.

Uncle Sam did this

Radio's contribution to the war has not been a one-sided affair with the radio industry doing all the *giving* and Uncle Sam all the *receiving*.

Working with the War Advertising Council and the men and women in the radio business, the Government developed the Network Allocation Plan and five other radio services, under which war messages are weighed according to their urgency and importance—and are given the emphasis they should have at the time they should have it.

The Government also set up, first under the OFF and then later under the OWI, its own radio production group. To this group came many of the ablest radio men in the business—experienced producers, script writers, commercial writers, actors, engineers, technicians, and executives.

Aided in many instances by their old friends in the advertising agencies, the radio stations, and the radio networks . . . in other instances working completely on their own . . . these men have done a great job, both on the home front and overseas.

Here at home they have created and produced a number of top-flight programs. One of these was "*You Can't Do Business With Hitler*," carried at its peak by 703 stations. Another is "*The Treasury Star Parade*," currently heard over some 900 stations each week.

The overseas job is very complex. **Here in the words of Elmer Davis, "we have four audiences—the enemy, our Allies in both the free and occupied nations, neutral countries, and the American armed forces."**

The soldiers and sailors want, and get, news from home, music and shows they'd be listening to if they were back here in the states. The news programs are amazingly complete. (*Minor-league as well as major-league baseball scores are broadcast.*)

The other three audiences—the Allied countries, the neutral countries, and the enemy—are told the story of what America is doing and getting ready to do. They are told the story of American production and that we are going to win.

The program that carries this information to the world is called *The Voice of America*. It is broadcast 24 hours a day, seven days a week. It is carried in 26 languages, over 30 short-wave transmitters. It is also carried over medium and long-wave stations in England, Africa, and Sicily. The theme song is "Yankee Doodle."

How great an audience is reached we do not know. But we do know that *so many* people are reached that enemy governments have warned their subjects not to listen to these broadcasts, and have found it necessary to try to refute what the American radio has said.

Numerous other overseas programs are being broadcast. These programs report, from many angles, on the American scene. One gives profiles of American leaders. Another replies to questions asked by the English man in the street about America. Another tells the story of the American states. A weekly radio report from Minnesota goes to Sweden.

Some of these programs are live broadcasts; others are shipped abroad for broadcast on records. Since October, 1942, the OWI has sent records abroad in Afrikaans, Arabic, English, Flemish, French, Icelandic, Italian, Persian, Portuguese, Spanish, Swedish, and Turkish.

Our radio ambassadors

Since these programs are our "radio ambassadors" to so many people, the Government has taken great pains to see that they are prepared according to the best standards of American radio.

This means the highest radio standards in the world. As any American who has lived abroad will tell you, American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation.

The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported.

In America, because a program *has* to get listeners if it is to sell goods, great ingenuity has been exercised to improve programs. Abroad, since radio doesn't have to *pay off*, such ingenuity has been less evident.

In England, France, Africa, the Near East, the Far East, Australia, and nearly every other allied or neutral land, American radio programs are eagerly awaited.

These programs have been one of the finest friends America has in these countries —*helping us to become better liked and better understood by the rest of the world.*

As time goes by and peace comes, radio can well increase this neighborliness that more and more people are feeling toward us.

But if radio is to accomplish this, the men who prepare the programs must realize that along with the *freedom* to talk to the people of other nations comes a grave *responsibility* . . . the responsibility for being an unofficial ambassador to the rest of the world, representing democracy as democracy deserves to be represented.

If this is done, radio will be a great help in knitting together a democratic fraternity of nations . . . in making sure that the "One World" of the future is an understanding world and a free one.

YOUNG & RUBICAM, INC. *Advertising*

New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

▶ This is the third of a series of three advertisements which discuss the wartime services and the wartime importance of America's three great media of public information—newspapers, magazines, and radio. It appeared in the **New York Times, New York Herald Tribune, Chicago Daily News.** It is also appearing in **Newsweek,** and an appropriate group of trade papers.

NAB Film Draws Favorable Comment

'How to Do It' Booklets Soon Ready for Distribution

ON THE ROAD since Monday, Oct. 18, following its premier in Washington, the NAB retail promotion production "Air Force and the Retailer" moved into its second week, drawing such comments as "tremendously instructive" and "audience spellbound".

The NAB "How To Do It" booklets will be ready for distribution in about a week, the printing having been delayed by Government priorities.

Boston 'Terrific'

Most reports are highly favorable, with retailers expressing unusual interest. Typical is that from the Boston meeting. M. L. (Chick) Allison, promotion manager of WLW Cincinnati, assigned the New England district, wired, "Terrific meeting Boston . . . 300 top retailers present. Meeting introduced by Daniel Bloomfield, manager retail trade board and founder famous Boston conference who later praised soundness of presentation."

WEEI praised the film and quoted Mr. Bloomfield as saying "the broadcasters have presented a vivid picture of the practical possibilities of radio in building up sales volume in retail establishments." WEIM Fitchburg, Mass., was host to 60 Fitchburg and Leaminster merchants before showing of the film.

Cooperating in the Kansas City showing were KMBC, WHB and KCKN, who felt that while impressive to the 600 retail store heads and advertising men who attended, there was a "lack of showmanship and color to which advertising men coming in contact with radio are accustomed".

Twin City broadcasters were host to another 600 retailers, agency executives and visiting radio people at Minneapolis and St. Paul. Showing was on two successive days, with broadcasters attending from Duluth, Hibbing, Virginia Mankato, Rochester, St. Cloud, Winona, Albert Lea, and Willmar, all in Minnesota, and from Milwaukee and LaCrosse, Wis., and from Canada.

In Little Rock, Ark., 55 attended with "everybody well pleased". WHBC reported 50, Montgomery, Ala., 60, while Memphis reported 400, calling the show "super-salesmanship".

WMRC Greenville, S. C., reported 107 and "a huge success"; WFNC Fayetteville, N. C., "audience spellbound", 50 sets of booklets requested. WSAR Fall River, Mass., "satisfactory"; KFEL Denver, 259, "excellent"; and KILO Grand Forks, N. D., 125 attending and 78 requesting booklets, "sensational success".

Reaction from the first week's showing was in similar vein. Eugene Carr, 1942 chairman of the NAB sales managers executive committee which originally proposed the retail promotion plan and laid the foundation for it, praised the job done by the NAB staff and pointed to the next step as the follow-through by station salesman.

Pellegrin Praises

Maj. Frank E. Pellegrin, former NAB director of broadcast advertising, who resigned to enter the Army, was also one of the originators of the plan. He wrote Lew Avery, his successor, praising the intelligent execution of the cooperative job. "'Air Force' sets a new pattern in radio promotion", he said.

Broadcasters reporting during the first week on tour generally agreed that the presentation had scored a tremendous impact on nearly all who witnessed it. WAKR Akron reported 150 attended; WDNC Durham, N. C., 85, with 75 requests for booklets; 200 attended from Miami Beach and Ft. Lauderdale, while WBRK Pittsfield, reported 75.

ON THE CUFF notes are being compared after showing of the NAB "Air Force and the Retailer" film at Los Angeles Biltmore Hotel under auspices of Los Angeles Downtown Business Men's Assn. and NAB 16th district. Checking reactions are (l to r) William B. Ryan, general manager KFI-KECA; Calvin Smith, manager, KFAC, and chairman of NAB 16th district; L. S. Frost, assistant to Sidney N. Strotz, NBC Western division vice-president; Neil Petree, president of Barker Bros. (home furnishings), and director of Los Angeles Downtown Business Men's Assn., who presided over the meeting which was attended by more than 500 persons; Richard Meybohn, advertising manager, J. W. Robinson Co., (department store).

DISCUSSING PRESENTATION of the NAB "Air Force and the Retailer" in St. Paul to nearly 600 retailers are (l to r) C. T. Hagman, manager of WTCN Twin Cities; Howard Seesel, president, Field-Schlick, St. Paul; Al MacKenzie, sales manager, All Canada Radio Facilities, Winnipeg; Ed Hoffman, manager, WMIN Twin Cities; Ray C. Jenkins sales manager, KSTP Twin Cities; Lewis H. Avery, NAB director of broadcast advertising, who made the presentation.

CONGRATULATIONS are in order for Robert T. Mason (r) president of WMRN Marion, O., as Fred M. Lee, general manager of John Taylor Dry Goods Co., whose radio program is one of department stores oldest, tells him he did a fine job as m.c. of the NAB "Air Force and the Retailer" showing in the Hotel President, Kansas City. Mr. Lee acted as general chairman, with Victor A. Newman, executive of Woolf Bros., prominent apparel store in Kansas City, as associate chairman.

LETTER ASKS RMA: USE MORE RADIO

IN DEFENSE of the idea that electronics can be better advertised through the electronic media of radio rather than through printed media, KPRO Riverside, Cal., president W. L. Gleason wrote the Galvin Mfg. Corp., makers of "Motorola" auto, home, aircraft and 3-way communications radios, expressing his views.

Gleason says he cannot understand why the radio manufacturers spend large sums on printed advertising, when radio is at their disposal. He feels that the money spent on radio would help stations to become more prosperous, and thereby able to give better service and programs, thus doubly advertising the electronics field. In arguing for "air appeal" rather than "eye appeal", the KPRO president says, "Eye glasses are the hardest thing there is to sell and according to all traditions should be sold through eye appeal, yet air appeal outsells eye appeal 8 to 1; if you folks in R. M. A. could only recognize the power of media that makes your net sales possible, you would give broadcasting a break."

Hooper Ratings

THE World Series game of Oct. 10, broadcast on Mutual, attained a rating of 20.1, and the Oct. 11 game 10.1, according to the daytime "national" Hooper radio report for October. The special news broadcast on Italy's declaration of war on Germany, flashed on all four major networks about 11 a.m. Oct. 13, showed 6.3% sets-in-use. Big Sister heads the "top ten" weekday programs with 8.2 followed by *Portia Faces Life, When a Girl Marries, Right to Happiness, Kate Smith Speaks, Romance of Helen Trent, Aunt Jenny, Ma Perkins, Our Gal Sunday* and *Backstage Wife*. Top weekend daytime shows, not included in the weekly list, are *Pause That Refreshes on the Air*, first, and *Family Hour*, second.

WLW Names Battles

ROY E. BATTLES has been appointed associate farm program director of WLW Cincinnati, serving as assistant to Ed Mason, director of farm programs. Mr. Battles comes to WLW from Batavia, Ohio, county seat of Clermont county, where he has been agricultural agent since 1935. He previously was agricultural agent for Pike county. Graduate, with a B.S. degree, of the College of Agriculture, Ohio State U., he has had wide experience in actual dirt farming and has been active in various agriculture organizations.

Lever Video Test

LEVER BROS. Co. on Nov. 3 will start a series of commercial program experiments on W2XWV, Du Mont video station in New York, using a quarter-hour each Wednesday evening and advertising various products. Tom Hutchinson, of Ruthrauff & Ryan, formerly program director of WNBT, NBC's New York television station, will supervise production.

FCC Seen Determined to Delay Newspaper Ownership Answer

FMBI Petition Asking Conclusion of Proceedings Not Considered After Lapse of Month

FURTHER indication that the FCC is disposed to permit the whole issue of newspaper ownership of stations to languish until it considers a policy ruling propitious was given last week with the disclosure that a petition to conclude the proceedings filed a month ago by FM Broadcasters, Inc. has not been considered by the Commission.

The petition, filed by Philip G. Loucks, Washington Attorney and Counsel for FMBI and approved by the board of directors, set forth that more than two years have elapsed since the Commission began its investigation pursuant to orders promulgated in 1941. FMBI, among others, testified at the proceedings, and the petition stated that it was believed that all of the parties had concluded their testimony, although the record had not been formally closed.

Fly Says 'No Action'

FCC Chairman James Lawrence Fly, moving spirit in the newspaper ownership inquiry, declared last Monday at his press conference that the Commission had taken no action on the petition and had not decided on pursuance of the investigation. He said he believed there was a request pending, without identifying the FMBI petition.

Asking the Commission to conclude the investigation and to render its decision, the FMBI petition cited that during presentation of the testimony in behalf of that association, on July 31, 1941, the plea was made that the Commission "give a prompt decision on this matter as the development of frequency modulation has without question been retarded by the issuance of Order No. 79". FMBI neither questioned the jurisdiction of the Commission to conduct the investigation nor at any time sought to delay its conclusion, said the petition.

On the contrary, FMBI at all times relied upon its testimony "that a prompt decision was desirable in the interest of development of frequency modulation broadcasting."

The Commission finally was asked by FMBI that it take "all steps necessary to conclude the proceedings and give a prompt decision on this matter for the reasons suggested in its oral and documentary testimony submited at the time of its appearance".

Walter J. Damm, President of FMBI and director of radio of the Milwaukee Journal Co., in a certification appended to the petition, said that the document had been considered by the Board of Directors and members of FMBI at a meeting in New York on Sept. 13, and by formal vote Mr. Loucks was directed to file it forthwith.

Since the issuance of Orders 79 and 79A on March 20, 1941 and July 1, 1941 respectively, the FCC has thrown all newspaper applications, whether involving outright ownership or affiliation, into its "suspense" files, pending determination of policy. After the protracted hearings, the record was left open for the filing of certain corrected exhibits of the FCC.

NEW STUDIOS
Formally Opened by KMMJ
—With Dedication Program—

ALMOST a wartime novelty was the opening of new studios by KMMJ Grand Island, Neb., on Oct. 14 with Grand Island business and professional men previously associated with the station, and members of the KMMJ staff participating in the broadcast.

The new building is air conditioned and includes two small studios for news and speech broadcasts, a large studio with an audience seating capacity of about 125, an audition room, practice room, and office rooms. A new Hammond electric organ has been added to the studio equipment.

KMMJ started broadcasting for the first time on Nov. 30, 1925, at Clay Center, Neb. Station was then owned by the M. M. Johnson Co., and was purchased by KMMJ Inc. in 1936. Invitation was subsequently made by a group of Grand Island business men representing the Chamber of Commerce and the station moved to Grand Island in 1939.

FILM RIGHTS to the weekly NBC *One Man's Family* have been acquired by Charles Rogers, Hollywood producer, in a deal closed with NBC and Carlton Morse, writer of the series who will develop the screenplay. None of the radio cast will be used in the film, it was understood.

PAYOFF COUNTS with William E. Rine (r), commercial manager of WWVA Wheeling, taking money from George W. Smith, managing director of the station. Mr. Smith insists it was good bookmaking and not golf that took Mr. Rine's team to victory in the leading golfing event of the Wheeling Country Club season. Rine says he saw no reason for picking the bossman for his team, just because of "family ties".

OWI ATTACKS HIT FUNDS, DAVIS SAYS

ELMER DAVIS, OWI director, told the Overseas Press Club in New York last week that recent attacks against the OWI might be designed to prevent an additional appropriation of $5 million which the agency has asked for its overseas operation.

Mr. Davis ridiculed a story that his purpose in appointing William S. Paley, CBS president, to an OWI overseas post [BROADCASTING, Oct. 11] was to assure his old job as network commentator after the war. Asserting that Mr. Paley receives only $1 a year from OWI, Mr. Davis remarked that "if I do work for Mr. Paley again, I hope that I get more than I am paying him".

Biggar in England

GEORGE C. BIGGAR, former program director of WLW Cincinnati has arrived in England as a guest of the British Information Service on a special assignment.

Changes Made In NBC Legal Staff

Myers to RCA; McDonald and Ladner Are Promoted

ROBERT P. MYERS, senior attorney of NBC since 1935, has resigned to accept a position as assistant general counsel of RCA, succeeding C. E. Yates, now a lieutenant in the Navy, it was announced last week by A. L. Ashby, NBC vice-president and general counsel. Mr. Ashby at the same time announced that Joseph A. McDonald, who has had charge of NBC's legal work in Chicago, will return to New York as assistant general counsel and that Henry Ladner, a senior attorney in the New York office, has also been appointed assistant general counsel.

To Handle Patents

Mr. Myers will be chiefly concerned with the licensing of RCA patents, but it is expected that he will continue to represent NBC's Radio-Recording Division in its dispute with the AFM.

After receiving his law degree from Leland Stanford, Mr. Myers practiced in San Francisco before joining RCA in 1928 as a commercial representative. He later served as assistant to the general counsel of RCA-Victor and handled legal matters for RKO before joining NBC in 1935 as senior attorney.

Mr. Ladner, a New Yorker who obtained his law degree from N.Y.U. Law School in 1928, was a communications engineer for AT&T from 1922 to 1933 and came to NBC in 1935 as senior attorney, specializing in corporate matters such as wages and hours, station affiliation contracts and station relations.

Mr. McDonald, also born in New York, was graduated from Fordham Law School in 1928 and NYU Law School in 1929. He began to practice law with the firm of Hunt, Hill & Betts and joined NBC in 1932 as a senior attorney in New York, being transferred to Chicago in 1937. No successor for the Chicago post has yet been named.

KFEL Brings Suit Against 'Denver Post' For Station's Omission from Listings

SEKING TO RESTRAIN the *Denver Post* from omitting the listing of KFEL and those of the Mutual Broadcasting System from the newspaper's daily schedule, Eugene P. O'Fallon Inc., operator of the Denver station, filed suit Oct. 23 against the *Post*.

The complaint asserts that the *Post's* action is in violation of the Unfair Practices Act of Colorado, and the omission is designed to injure the station and destroy competition. KFEL also contends that the newspaper has maintained a discriminatory blacklist and boycott against KFEL and Mutual "attended by circumstances of fraud and malice."

The action says that three radio stations listed in the *Post's* radio log are not charged for space, while KFEL has been forced to pay $5 a line for its program listings. As a result of the omission, the log is misleading, conveying the impression that KFEL is not on the air, the suit charges.

In addition to seeking to prevent the continued omission, the suit seeks treble actual damages amounting to $2,395 and exemplary damages. The complaint alleges that the people should be unhampered by any artificial or unnecessary restraint, public or private, upon their choice of radio stations.

16th Year Renewals

CONTRACT RENEWALS for two programs make this the 16th consecutive year on WCAU Philadelphia for both series. Stan Lee Broza's *Children's Hour*, heard on Sundays, will continue for a 16th year sponsored by Horn & Hardart restaurants, renewed for another 52 weeks, commencing Oct. 24, through The Clements Co., Philadelphia. In addition, the Yellow Cab Co., through E. L. Brown Agency, Philadelphia, renewed the nightly talks of Powers Gouraud for 52 weeks, starting Oct. 25, marking the commentator's 16th year on the station.

Say, Mr. Time Buyer....

Is this what you are

~~what are you~~ looking for?

9 OUT OF 10 TOP PROGRAMS

69%* LISTENER LOYALTY

68.8%** DEALER PREFERENCE

COVERAGE 6 STATE AREA

TOP POWER 50 KW

You're probably looking for all these things... and we'd like to say right here that your search is ended... KOA has all of them! – 68.8% Dealer Preference; 69% Listener Loyalty; Top NBC programs; Coverage, all of Colorado, plus parts of six adjoining states; Power, 50,000 watts.

No exaggeration – our claims are based on fact, as any of KOA's long time advertisers will testify. Their repeated renewals prove that buying time on KOA is *not* a *costly* expenditure *but* a *paying* investment.

Few Stations In the Nation Can Equal KOA's Dominance

Better join the parade *now* of *farsighted* KOA Advertisers who threw away their binoculars long ago and have been satisfied ever since.

*NBC *Tale of 412 Cities*
**Ross Federal Survey

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

MBS Names Richard F. Connor Director of Stations Relations

Division Expanded, Reorganized With Key Managers Heading Geographic Divisions of Network

RICHARD F. CONNOR has been named director of station relations of Mutual, in charge of a greatly expanded set-up, with station traffic and engineering traffic also coming under his jurisdiction, according to Miller McClintock, network president.

Under the new plan, effective Nov. 1, Mr. Connor's division will be geared to contact MBS member and affiliated stations on contractual and operating matters, and will be available for consulation on programming, engineering, merchandising and post-war developments.

To assist Mr. Connor in his increased administrative responsibilities, the reorganized division will have six key managers, four in charge of the network's four geographic divisions, the other two supervising engineering and station traffic.

General Expansion

Mr. McClintock stated: "The enlargement of our station relations division is typical of the general departmental expansions Mutual is experiencing in all branches of the organization, a natural and healthy development motivated by Mutual's encouraged and record-breaking sales growth. We at Mutual desire the closest possible affinity to the problems and plans of our member and affiliated stations, and are pledged to consolidate the relations we now enjoy for a complete understanding of each other's problems, which we believe, is the key to succesful network operation. I am confident that under Dick Connor's able guidance, Mutual's station relations division will perpetuate this network-station relationship."

Mr. Connor, who joined MBS last May as station relations executive, has a background of 16 years in radio, as manager of KMPC Beverly Hills; advertising agency head, coordinator of the West Coast Broadcasting Associations and, before joining Mutual, as chief of the station relations division, Domestic Radio Bureau, OWI.

Edwin T. Otis, manager of the eastern division, came to Mutual in August after seven years as production manager of the Yankee Network. In addition to handling station relations in his area, he will advise stations on programming problems and serve as liaison between station program directors and the MBS program director.

James A. Mahoney, manager of the western division, has been MBS manager of research and chief statistician since last January, when he came to Mutual from Crossley Inc. In addition to specific station relations duties, Mr. Mahoney will be responsible for all data relating to contracts, method of payment, statistical data, station coverage and market research.

Charles Godwin, manager of the southern division, is a former network announcer who was manager of W17NY, FM station of WOR, New York, before joining MBS. His extra duties will include engineering traffic problems and advising stations on FM and television. He will work in liaison with the network traffic manager.

The manager of the central division, who has not yet been appointed, will also serve as liaison with the network's Chicago office and assist in sales representation.

Andrew L. Poole, manager of engineering traffic, has held this post since 1936, when he left the engineering staff of WOR. He is responsible for the maintenance of all lines and communications service operated by Mutual.

Paula Nicoll, with Mutual since 1936, is manager of station traffic, responsible for all time and program clearances, schedules, time changes, and the MBS daily conference call. She also serves as liaison with sales and sales service.

A new rate card (No. 12) effective Nov. 1, was also announced last week. "New rates remain completely competitive" Edward W. Wood Jr., Mutual sales manager said. Present advertisers will be protected to Nov. 1, he said.

M-G-M Starts Oursler

RETURNING to network advertising, Metro-Goldwyn-Mayer, New York, starts Fulton Oursler as *The People's Reporter* on over 50 Mutual stations Nov. 15, Mon. through Fri. 8:15-8:30 p.m. Agency is Donahue & Coe, New York.

All Tied Up

TIMELY TIE-IN with the return to NBC of Abbott & Costello on Nov. 4 reached desks of radio editors last week from Tom Fizdale Inc., publicity agency, in the form of blue neckties with team's name stamped on the inside fold. Card was headed "Tiedings!—Its TIE-riffic, TIE-mly, TIE-tle is Abbott & Costello." Sponsored by R. J. Reynolds Tobacco Co. A & C have been awaiting recovery of Lou Costello from a long illness.

Patt in New Position

JAMES M. PATT, assistant to the manager of WKRC Cincinnati, in charge of publicity promotion, has been named supervisor of program operations in addition to his other duties, Kenneth Church, general manager announced this week. Patt was previously with WDAF, KMBC Kansas City, and CBS Chicago before joining WKRC. And in another personnel change at the station, Fred Dodge, program director, has been appointed manager of the special features department in charge of talent sales.

Mr. Patt

Census Labor Data

CENSUS FIGURES just released show that broadcasting and television industries in 1940 employed 24,585 of a total experienced labor force of 26,665, of which 340 were on public emergency work. During the week of the census 1,740 experienced workers were seeking work. Men comprised 21,273 of the total, with 19,493 employed on other than emergency work, and 320 on the latter. Men seeking work numbered 1,460. Experienced women workers numbered 5,392, with 5,092 employed regularly, 20 on emergency work.

MUTUAL STATION RELATIONS executives go over plans for the department's expanded activities with Richard Connor, director of station relations. Planners are (seated, l to r): Dorothy Driscoll, station traffic assistant; Mr. Connor, Paula Nicoll, station traffic manager; (standing) Charles Godwin, southern division manager; Andrew Poole, engineering traffic manager; Edwin Otis, eastern division manager; James Mahoney, western division manager.

'Freedoms' for Air Discussed by Howe

Article Declares Radio Faces Four Sets of Interests

"AMERICAN radio is trying to promote four freedoms of the air for four different sets of interests," Quincy Howe, CBS news commentator and Simon & Schuster editor, writes in an article "Policing the Commentator: A News Analysis," in the November issue of the *Atlantic Monthly*.

Listing these interests as the Government, the radio industry, the sponsor and the commentator, Mr. Howe states: "Give Government its head and radio becomes a federal monopoly. Give the radio industry its head and you get more and more power concentrated into fewer and fewer hands.

Babel Or . . .

"Give the sponsors who support radio their heads and radio becomes the voice of private American industry. Give the commentators their heads and you get either a babel of irresponsible voices or—much more likely—a concerted drive on the part of privileged groups to promote their special interests in the guise of free speech and opinion."

Commenting on the suggestion of FCC Chairman James Lawrence Fly that there should be no sponsorship of news or comment on the air, Mr. Howe says that radio's reporters and newscasters, dealing in uncolored facts, "need as well as deserve" commercial sponsorship. News analysis of the non-sensational type, he suggests, might be put on by the broadcasters as regular sustaining program material, identified as experts whose opinions are worth listening to. The "gossip merchants and peddlers of inside dope", he says, should also be allowed to broadcast, but only if they are clearly labeled as purveyors of "prediction, rumor and sensation".

Another comment on the place of opinion on the air is made in an editorial in the current *Collier's* which reads, in part: "We think that radio, CBS taking the initiative, is in the process of solving a problem which news-conscious magazines and newspapers—successful ones, that is — solved long ago by a simple, flat rule. This rule is: Let the reporters and correspondents report the facts as nearly without bias and shading as is humanly possible, and let the editorial writers and kindred opinion merchants handle the writing of opinions. . . . We think CBS is essentially right . . . and will do itself and a long-suffering radio public a favor by sticking to its guns."

WAAT Newark, N. J., has renewed its contract with Spot Sales Inc., which represents the station outside the metropolitan area.

Baukhage is Still Talking . . .

KXOK KNOWS THAT PEOPLE ARE LISTENING

Our local rating for the "Baukhage Talking" program was below our expectations. We're from Missouri . . . and we had to be shown. After a recent Baukhage newscast, KXOK followed with a 35 second announcement asking its listeners: "Do you want Baukhage to continue on KXOK?"

The result of that one short announcement brought mail from five states: Missouri, Illinois, Iowa, Kentucky and Indiana. We lost track of the phone calls . . . but the mail response is impressive enough. Over five hundred cards and letters have been received asking us to keep Baukhage on KXOK. KXOK congratulates Mr. Baukhage for his fine following in this area, and apologizes for being misled into believing that his following did not justify keeping him on the air.

Needless to say, *we have been shown!* Baukhage is still talking in St. Louis.

THIS MAP GIVES AN IDEA OF THE MAIL PULL THAT FOLLOWED THAT SINGLE ANNOUNCEMENT. MAIL WAS RECEIVED FROM COUNTIES INDICATED IN BLUE

KXOK

Nationally Represented by John Blair & Company

630 KC. 5000 WATTS FULL TIME BASIC BLUE NETWORK
OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

Increase in Kansas Listening Found in Survey by Dr. Whan

Half of Audience Feel Certain Types of War Programs Are Broadcast Too Fequently

DEFINITE increase in the amount of listening done by set owners in Kansas is shown in the *Kansas Radio Audience of 1943*, seventh annual survey in the series now directed by Dr. L. H. Whan, of the U. of Wichita.

An earlier section of the study, *The Effect of Gasoline Rationing on Kansas Rural Buying Habits* [BROADCASTING, May 17] said that 47% of the farm families and 46% of village families reported more listening. In the report just published, it is shown that the greatest increase in listening is among farm women. City men and village women report slightly less listening.

The average of reports for the state is: Men, 3.19 hours daily as compared to 2.93 hours in 1942; women, 3.96 hours daily, as compared to 3.57 hours in 1942. Thus, the average adult listener in Kansas during April and May, 1943, listened to the radio approximately 3 hours and 30 minutes each week day. No figures were collected on Saturday or Sunday listening.

Listening by Zones

Kansas includes two time zones within its borders. The question has often been asked whether those listeners living on the edge of a time belt are inconvenienced in their listening and whether this affects peak listening periods. In Kansas there are few urban centers in the MWT zone; therefore a fair comparison could only be made for rural listeners. The report says that nearly 100% of central time zone listening is done to stations in the Central zone, whereas about half of the listening reported in the MWT zone was to the Central zone stations. In total, the MWT listeners are reported tuned in somewhat less time than those of the Centrol zone, and this reduction in listening is reported occurring mainly at three periods of the day; early morning, noon, and late evening.

Three per cent fewer city families reported ownership of radio sets in 1943 than in 1942, according to the survey. The state total of radio homes was slightly larger than in the previous year, but the increase came entirely from the rural replies, and was thought to be due to the method used in securing the return of the questionnaires.

Formerly the survey was made entirely by personal interview, but this year, due to gasoline rationing the farm audience returns were obtained through rural schools. It is believed that this method was less likely to get returns from homes without radios.

In total, one or more radio receivers are owned by 94.9% of Kansas urban families, 96.2% of the village families, and 97% of the farm families reporting in the survey, which checks closely with studies of former years and with other data.

Battery Sets

Material for the study was collected last spring, (April-May) at which time 16.5% of farm-owned sets operating on battery power were reported silent due to "dead" batteries. On Kansas farms about 60% of all sets depend on battery power. It is believed that lack of batteries, which many farm families said were unobtainable, has since been alleviated.

The Kansas study again gives considerable attention to program preferences. For this purpose, listeners were asked for their ideas on programs for early morning hours, 6 to 8 a.m., and for day time hours, 8 a.m. to 8 p.m.

News programs and commentators are put first in both periods by vote of a large majority of both men and women of farm, village and city. Farmers put farm programs, markets, etc., as next choice for the morning hours, while farm women favor religious music and devotions. Among village and city listeners, popular music (by orchestra) is the choice to accompany morning newscasts, followed by variety programs, band music, religious music and devotions.

For daytime programs, there is evidence of more uniformity of taste among listener groups than with respect to morning programs. With some obvious exceptions, such as sportcasts, homemaking programs, or farm programs, appealing to special groups, it can be said that all types of programs are popular with all audiences, although not in the same order.

Listeners attitude toward war programs was probed in an interesting series of questions. From 45 to 50% feel that certain types of war programs are broadcast too often. In general, it was found that those with no "near" relatives in the armed services were less likely to criticize the number of war programs broadcast than those closely related to some member of the services. The closer the relationship, apparently the more likely is criticism of the number of war broadcasts.

Based on 4,978 replies, the people of Kansas are about equally divided on the question of "too many war programs," with farm men and women more likely to criticize the number. Radio serials about the war are most frequently named as "broadcast too often," while appeals to buy bonds and stamps drew the smallest number of critical reactions. The younger the listener and the higher his educational background, the more likely is his criticism of the number of war broadcasts.

OLD-TIMERS ARE FAMILIAR with the virtuosity of Glenn H. (for Harmony) Snyder, WLS' gifted general manager, whose performance of *Temple Bells of Texas* on the world's smallest harmonica has quelled many a crisis at broadcasters' meetings. Virtuoso Snyder (in civies with severe G. I. haircut) wanted to help the boys, harmonica-wise, so he put two short announcements on WLS and got 200 contributions for distribution among fighting men abroad. It happened after a listener found it impossible to buy a mouth organ for his son overseas. Surrounding the maestro are Staff Sgt. Walter Moraski, Marine Cpl. Edward Welik, and Seaman John Bentley.

Insurance Test

BENEFICIAL CASUALTY Insurance Co., Los Angeles, on Oct. 24 began a test campaign of five and 15-minute news and news type live and transcribed programs on the Pacific Coast and in about 12 major Midwest markets. Expansion is anticipated. Contracts are for 52 weeks. Agency is Ivan Hill Adv., Chicago.

UNLICENSED
Is Charge, As Marshal Ridge Arrests Operator

MAJ. EDNEY RIDGE, part owner and general manager of WBIG Greensboro, N. C., had dealings with some small competition the other day. As U. S. Marshal of the middle district of North Carolina, he announced the arrest of Kermit Irwin Dacus of Boone, on charges of violating the Federal Communications Act by broadcasting without a license.

Maj. Ridge

Maj. Ridge's deputy took into custody a transmitter, receiver, turntable, hand microphone, 16 folders of records and signs reading "Recorded Music", "Control Room", "Studio", and "Shop Closed—WDRS Now on the Air".

An FCC supervisor in an affidavit sworn before J. W. Dula, Federal Commissioner at Wilkesboro, said that he observed a radio station operating in the Dacus Shop with one person changing records and others sitting in the studio with a musical instrument. Interstate transmission was established, he said, by recordings made in Tennessee.

Law Group Honors Fly With Dinner on Nov. 19

CHAIRMAN James L. Fly of the FCC will be guest of honor at a dinner given by the District of Columbia Chapter of the National Lawyers Guild on Friday, Nov. 19 at the Hotel Mayflower, Washington. Among the speakers will be Vice-president Henry A. Wallace and OWI director Elmer Davis.

The Lawyers Guild include in their reasons for honoring Fly, his defense of freedom of speech for commentators, the support of Watson and Dodd, his stand against the Cox Committee, his fight against monopoly of the airways and his insistence on the rights of labor and progressive organizations for radio time. Also cited is the contribution of Mr. Fly to the war program through the Board of War Communications, of which he is also chairman.

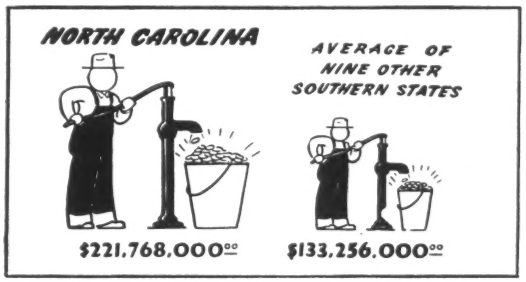
Dunham to War Dept.

EDWIN DUNHAM, NBC producer, has been named expert consultant to the radio branch of the War Dept.'s Bureau of Public Relations. Appointed by Secretary of War Stimson to act as coordinator on the *Army Hour*, NBC-War Department series, he will take over the departmental tasks on the program formerly handled by Jack Joy. For some time, Mr. Dunham has represented NBC in the production of the series.

CAPACITOR manufacturers, effective about Dec. 1, will be limited in good quality mica to their average monthly consumption during the first nine months of 1943, but may expand production by using lower grades, the WPB has decreed.

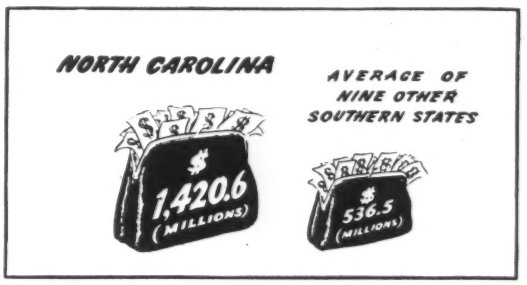
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

Daytime POPULARITY

● MORE PEOPLE listen MOST to WTAM, Cleveland, in the DAYTIME than to any other station in the whole Northern Ohio area. *In Cleveland it's 34% for WTAM against 20% for the next station. In Akron, Youngstown, Canton and all the 25,000 population cities WTAM has a big lead. In the Rural Areas, WTAM has even greater DAYTIME POPULARITY. Yet the COST is only $.000073 per Family.

* NBC 1942 Nationwide Survey.

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

New War Message Schedule Lists Tw Campaigns for Local Sponsorshi

RADIO'S WAR campaign subjects scheduled by the Domestic Radio Bureau of OWI for the week of Nov. 22 are unchanged from the line-up planned for the previous week, making a full two week's presentation for messages given in the accompanying OWI Packet table. This advance schedule does, however, show several shifts in the line-up of stations and networks to carry the week's war messages.

The table also shows two campaigns officially designated for sponsorship, wherever local stations find sponsors interested in the messages. These are: Food Fights For Freedom, of interest to food retailers, local dairy companies, baking companies, restaurants, etc., and the War Bonds for Christmas campaign which ties in with heavy retail bond promotion via the advertising of department stores.

Sponsorship of the food announcements will come just as the campaign gets into high gear. The War Advertising Council has prepared proof books of ads which the Government will mail to newspapers for local sponsorship. Mats are free. With this material will be a stunt campaign folder, describing such projects as a "clean plate club" to tie in with the overall theme. Wall posters, banners, counter cards and 30 million kitchen pin-up charts for family checking will be distributed to 550,000 retail stores. All stress the themes of production, conservation, sharing and playing square with food. Thus the OWI radio messages are part of a gigantic promotion in which the potential sponsor plays his role.

The War Advertising Council states that the "comprehensiveness of the program stamps it as the largest food campaign in history." An extraordinary amount of advance preparation has gone into the effort, including about 50 local trade meetings addressed by the leading merchandisers of food distribution. Leading national advertisers are participating with special newspaper, magazine and radio schedules. Local sale of the OWI spots should be facilitated by all of this pre-campaign activity.

Schedule for the week of Nov. 1 puts the food announcements on the Network Plan and the [illegible] group of stations in the Station Announcement Plan. The OI stations get the announcements the week of Nov. 15.

The designation of an additional campaign for sponsorship is possibly an OWI answer in the radio field, to the demand for government paid advertising which finds current expression in the pending Bankhead "newspaper subsidy" bill. OWI has explained that it would prefer to continue the present method of voluntary contributions of time and space to any other method, and it is reported that a plan to permit stations to sell all OWI live and transcribed announcements is under consideration [BROADCASTING, Oct. 25]. Whether or not war messages are designated for sponsorship, or are actually sold to sponsors, has no bearing of course on stations' obligation to broadcast these messages as part of their voluntary contribution to the war effort, under the original OWI allocation plans.

Newsprint Plan

NEWSPAPERS will dip into their reserves of newsprint to make larger quantities available in November if inventory limitations of Order L-240 are changed as recommended by the WPB Newspaper Industry Advisory Committee. The proposed revision would switch the inventory base from "average daily use computed on the basis of the first six months of 1943," to "average rate of current allowable consumption," thus making inventories reflect the 10 per cent reduction ordered for the rest of this year. Aim is to cut November orders a total of 40,000 tons.

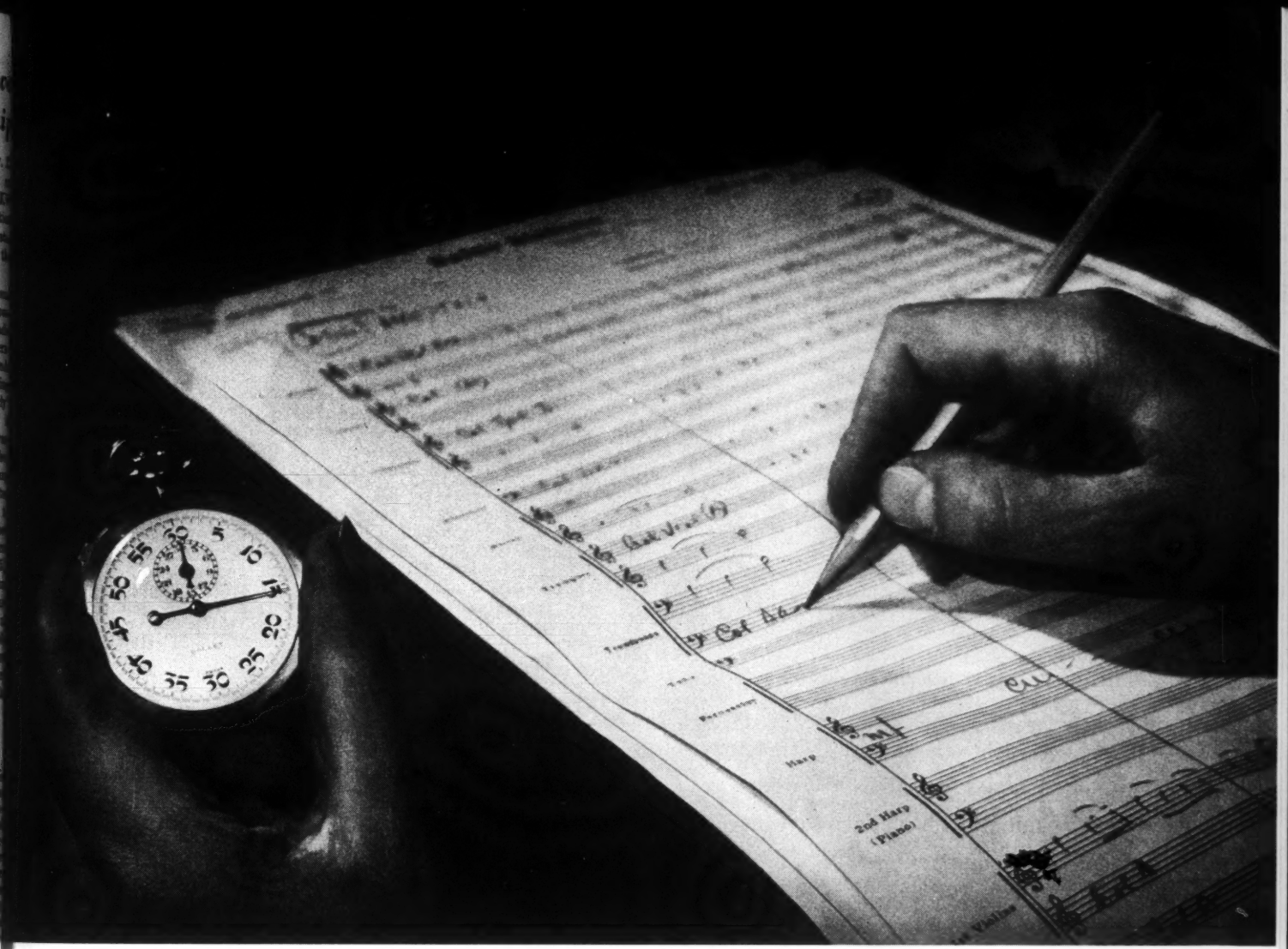
WLS Service Hours Totaled

GLENN SNYDER, manager of WLS Chicago, lists the following service feature record of the station for the months of July and August: 203 hours and 23 minutes devoted to war programs and announcements; 157 hours of news broadcasts; 32 hours devoted to religious programs; 73 hours of agricultural programs; 237 speakers heard during the two months; and representation on WLS programs of 63 various organizations, clubs and groups.

OWI PACKET, WEEK NOV. 22

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 22. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	STATION ANNOUNCEMENTS: NETWORK PLAN	Group KW: Aff.	Group KW: Ind.	Group OI: Aff.	Group OI: Ind.	NAT. SPOT PLAN: Live	NAT. SPOT PLAN: Trans.
Food Fights For Freedom*	X	X	X				
Bonds For Christmas Gifts*	X	X	X	X	X		
Stick to Your War Job			X		X		
WAVE Recruiting	X			X	X	X	
Don't Travel							X

See OWI Schedule of War Messages No. 83 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
*55 seconds—available for sponsorship.

How to Compose Two Symphonies a Week— To Order!

THAT'S a lot of music. Hard enough to write in the white heat of inspiration. A miracle—when you consider that this music is created to order. Yet, it's being done every week by NBC staff composers.

Every week, scripts of NBC shows come to their desks. Bridges, cues, background music, theme music—all are needed before rehearsal. All of it must be suited to the mood and meaning of the program. All of it—whether it's only four bars or twenty-five minutes of solid music—will probably be played just once, and never heard again.

And it adds up to the equivalent of two full-length symphonic scores a week—every single week of the year!

For the National Broadcasting Company's own shows, and for the programs of its clients, the creative genius of these NBC composers is always available.

In the years that the National Broadcasting Company has built up its Music Division to be the best in broadcasting—one goal has been the guide: make music serve broadcasting, do everything possible to enable music to enrich the programs heard over NBC.

Careful planning like this, the creation of perfect facilities to meet all the needs of broadcasting, insistence upon leadership in every field of radio—*these are some of the things that make NBC "The Network Most People Listen to Most."*

The National Broadcasting Company

America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA

Look Down South in Dixie!

Looking for a Southern market area that has *every* essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory —now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station or

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Agencies on Coast Discuss War Effort

Gamble Attributes Ad Volume To Goodwill, War Theme

GRAPHIC picture of the work advertising is doing to help win the war and how it will play a leading part in post-war development, was painted by Frederic R. Gamble, managing director of the American Association of Advertising Agencies, when he addressed the Southern California Chapter's convention in Los Angeles on Oct. 22. Mr. Gamble said that early in 1942 it was predicted that the advertising volume of 1942 would probably be 25 or 30 per cent less than 1941. But the final figure, he said, was only 3.2 per cent lower than in 1941.

"Going into the closing months of this year, advertising volume is high," he said. "One potent factor is the growing volume of war theme advertising. . . . Another is the growth of goodwill advertising volume of 1942 would probably maintaining their trade names with the people."

Gradual Change

"Advertising people," he said, "can work with their clients on postwar marketing problems, and many are doing so. More attention will be given to these problems as the European phase of the war nears a conclusion. It probably will be fortunate from the standpoint of readjustment of industry if there should be an interval between the European and eastern phases of the war. We could step down then from our war production, instead of going over a precipice."

Keynote of the convention was sounded by H. E. Cassidy, vice-president of The McCarty Co., and chairman of the board of governors of Southern California Chapter, when he said it was the job of Pacific Coast advertising men to plan now for the future distribution of productions, for the continuance in jobs of hundreds of thousands of workers when war production stops, and for the consolidation of the West Coast's industrial gains.

Winchell Sued

LIBEL suit for $1,000,000 on behalf of George W. Robnett, executive secretary of the Church League of America, was filed in Chicago last week against Walter Winchell, the Andrew Jergens Co., the columnist's sponsor, and the BLUE Network Inc. The action charged that in three broadcasts during the summer Winchell defamed Robnett and the League in discussing *Under Cover*, a book by John R. Carlson, published by E. P. Dutton & Co. The suit alleges that the book contains false information. An action against the publisher had been filed earlier by the complainant.

INTEREST CENTERS on th transcription made in London b Portland's Mayor Earl Riley, wh is touring England as a represen tative of U. S. municipalitie Transcription, held by Barbar Maupin, assistant transcription li brarian at KGW-KEX Portland and inspected by Homer Welc program director, is one of a series of exclusive recordings arrange for by NBC and the Portland Bri ish Consulate and cut by the BBC

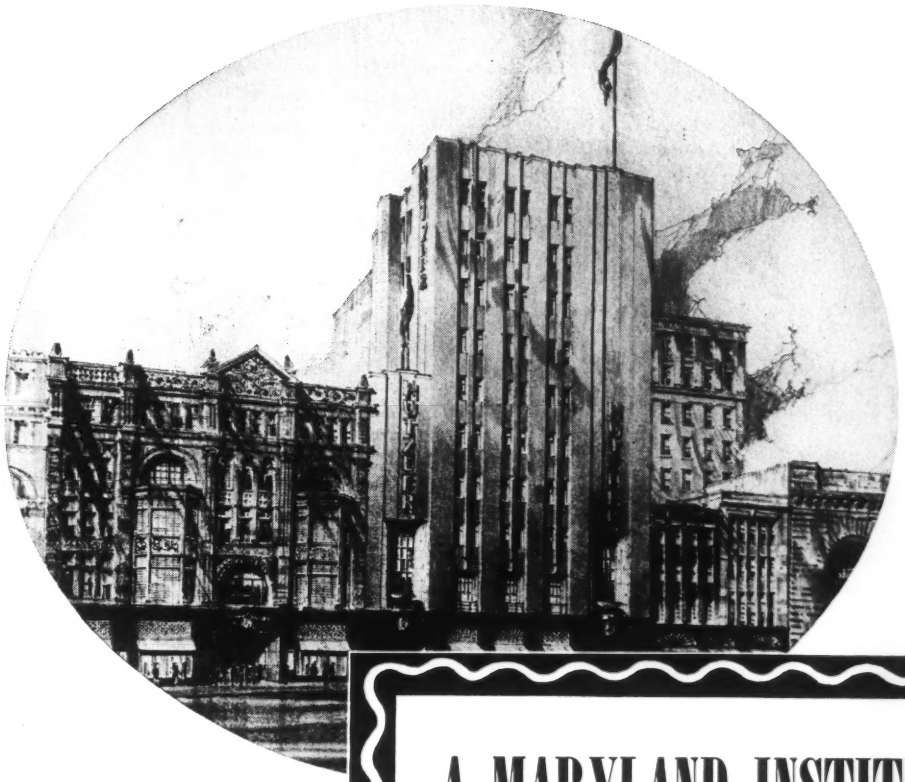
48-Hr. Week Exemption Denied So. Cal. Stations

REQUEST of Southern California broadcasting industry for exemp tion from the minimum 48-hour week was denied by the State Wa Manpower Commission. H. R. Hin nish, State Manpower director presented a modified wartime work week for the industry. Minimum of 44 hours was ordered for offic and clerical employes. Full 48 hour was indicated for engineers, pro ducers and announcers excep where limited program prohibit full 48 hour employment with th prime employer. Studio employe are listed under full 48-hour week only exceptions are (1) those as signed to station operations or as signments where control by FC prevents compliance with 48-hou order; and (2) employes whos schedule of operation is beyon office control. Executives, talen musicians, special artists, part time employes and minors are ex cluded from the general order.

AFRA-BLUE Static

NEGOTIATIONS between AFR and the BLUE, on which network Hall Bros., Kansas City, (greetin cards) makes time available fo the program, *Meet Your Navy*, are static, as far as Edwin R. Borroff vice-president and general manage of the BLUE Chicago, is concerned Mr. Borroff said Oct. 22, in regar to pending negotiations, that th BLUE "had not hired any talent and therefore the network was no responsible to AFRA for payment to AFRA member standbys fo Navy men appearing on the pro gram.

XUM



HUTZLER BROTHERS CO.
1943

HUTZLER'S, 1858

A MARYLAND INSTITUTION

This impressive building, virtually a city in itself, is HUTZLER'S, 1943 — Maryland's oldest and also most modern Department Store. It began 'way back in the year 1858, when the Hutzler Brothers opened a small shop on the southwest corner of Howard and Clay Streets in Baltimore. They knew "the little things from which great business grows" and they introduced these courtesies and ideas and passed them down through the years for timely improvements.

☆ ☆ ☆

Hutzler's have just renewed their WCBM contract for the 12th consecutive year. We are proud to have had a "voice" in the progress of this great Maryland Institution!

Many of our advertisers have found that it's easy to sell when you buy WCBM

WCBM

The BALTIMORE BLUE NETWORK OUTLET

JOHN ELMER, President GEO. H. ROEDER, Gen. Manager

FREE & PETERS, INC. *National Representatives*

Corwin to MGM Video

NORMAN CORWIN, CBS writer-producer, has joined the television production department recently inaugurated by MGM. With 18 months remaining on his three-year CBS agreement, Corwin will devote 16 weeks a year to network assignments. George Wells, for nine years writer on the weekly CBS *Lux Radio Theatre*, will also join MGM in a similar capacity in early January. Nat Wolff, in charge of the television department, is laying groundwork for future motion picture and television coordination. Mr. Wolff recently resigned as Hollywood deputy chief of the OWI radio bureau.

Dinner for Noble

TOP management of the RCA, of its subsidiary companies and of the BLUE network will be guests at a dinner given by David Sarnoff, RCA president, in honor of Edward J. Noble, new owner and board chairman of the BLUE, at the Ritz-Carlton Hotel, New York.

Russell Urges New Radio Legislation To Meet Rapid Changes of Industry

NEED for broad legislation affecting radio was pointed out last Wednesday by Frank M. Russell, NBC vice-president in charge of Washington operations, who addressed the Advertising Club of Washington at its first 1943 fall meeting.

"In radio, what is true today is not true tomorrow," said Mr. Russell, who traced the history of broadcasting.

He reminded his audience that when Congress passed the Radio Act in 1927—the same provisions of which are embodied in the 1934 communications statute—"no one knew what radio was to be so Congress wrote that it was to be operated in the public interest, convenience and necessity."

It was Mr. Russell's first formal speech in over 20 years as a radio executive.

He explained that several months ago the FCC held that network program operations were illegal and that eventually (May 10) the Supreme Court said "that the Commission has expansive powers. Furthermore the Supreme Court said the Commission has power over the composition of traffic."

"If the FCC has expansive powers, then we need new communications legislation. Congress is interested in one thing, winning the war. A lot of things we are doing today we are not going to do tomorrow. If we write specific things in the act, they may be good today, but not good tomorrow.

"We all know, good or bad, that Government has gradually encroached on business. The pendulum has been swinging toward more Government regulations. We know that if a Republican administration gets in office some of the things put in by the New Deal administration will live. Our problem is: When do we take the position and say to the Government, "You can't do that to us'?"

Mr. Russell said radio is using the existing standard broadcast band because "back in the early twenties those were the frequencies the Government thought would be used by radio". He told of FM, television and the potentialities of still more bands which were not conceived in 1927 when Congress passed the basic radio law which today still governs broadcasting.

At the outbreak of war, Dec. 7, 1941, said the NBC executive, the FCC put a freeze order on all construction of radio stations except those necessary to the prosecution of the war.

Tubes a Problem

"Our only present problem," he said, "is receiving set tubes. There are 52 million tubes in the country and 400 million sockets. Our second problem is manpower. We have had a 50% to 80% turnover in our engineers." At the outset of war, Mr. Russell expained, the Army and Navy took hundreds of radio engineers.

"Radio has met this situation with a united front," he asserted. "We compete for business and we compete for programs but we meet our problems with a united front."

When the war began, said Mr. Russell, the Government recognized that through the commercial structure of radio the largest number of people could be reached. "A brief announcement by Charlie McCarthy or Jack Benny will bring more response than an entire program specially built," he said, citing an estimate of the OWI radio bureau that by the end of this year radio will have given 400 million dollars in time to the war effort.

Mr. Russell paid tribute to Capt. Tom Knode, recently named director of public relations for NBC Washington, following his retirement from active duty (see page 12). Capt. Knode, who was decorated with the Distinguished Service Cross following a double wounding at Buna, New Guinea, was present at the meeting and was given a rousing ovation.

Longines Adds

LONGINES - WITTNAUER Co., New York, on Oct. 25 added KNX Hollywood to the list of stations carrying its half-hour program of transcribed music, *World's Most Honored Music*. Contract for thrice-weekly broadcasts will run for 36 weeks. The watch firm now sponsors the program on some 125 stations, the newest cycle having started Sept. 20. Agency is Arthur Rosenberg Co., New York.

DR. W. R. G. BAKER, vice-president in charge of the electronics department of General Electric Co., and other G-E executives will discuss broadcasting in the post-war world at a press luncheon to be held Nov. 3 at the Waldorf-Astoria, New York.

EXCLUSIVE NBC OUTLET IN THE ST. LOUIS AREA

KSD

FOR INCREASED SALES AND LOWER SALES COSTS

KSD HAS THE LARGEST DAYTIME COVERAGE AREA OF ANY ST. LOUIS RADIO STATION

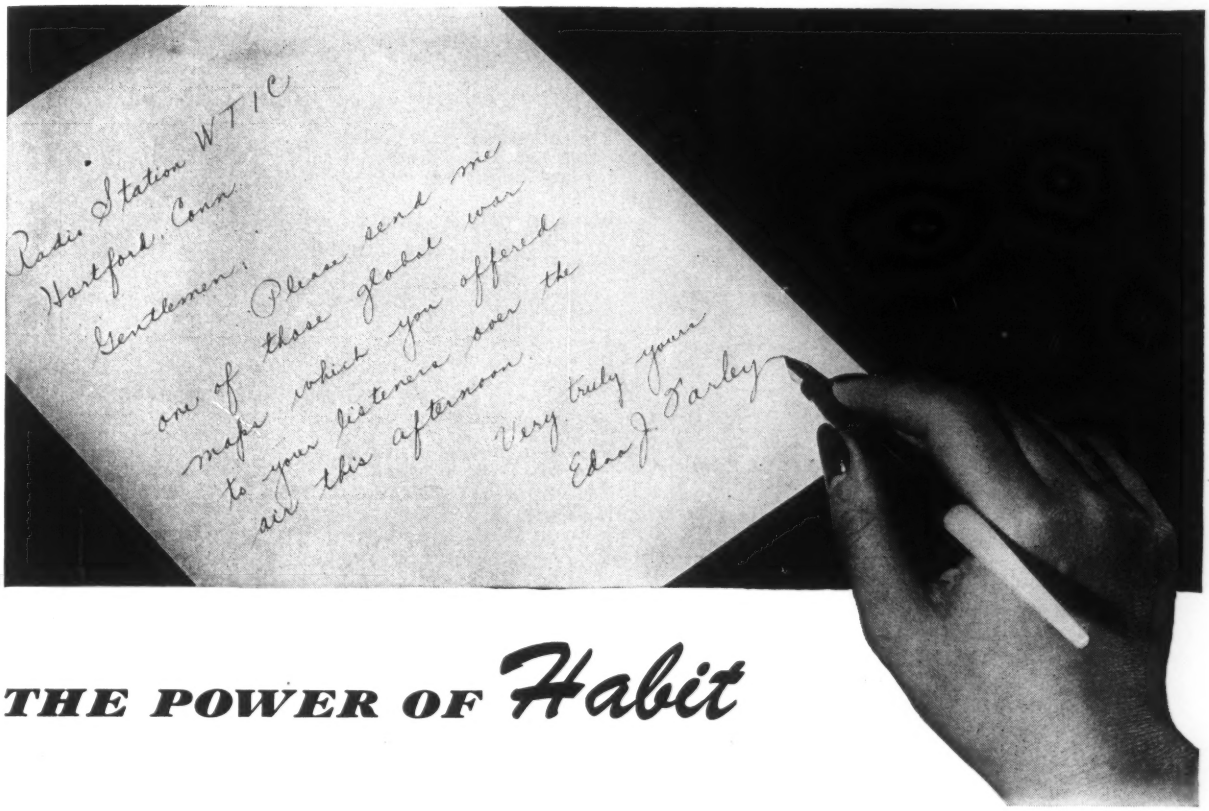
A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.

XUM



THE POWER OF *Habit*

You write your signature hundreds . . . perhaps thousands . . . of times a year. Instinctively, you do it the same way each time.

The people of Southern New England have developed a habit . . . over a period of more than 18 years . . . of turning to WTIC for entertainment and educational programs of the highest calibre. This ingrained habit of listening to WTIC has created an alert and ever-present audience for any advertiser's message.

Your sales story over WTIC can reach more than 3,500,000 friendly and attentive people who possess a buying income 50% in excess of the national average.

So, for real results from your radio appropriation, develop the habit of using WTIC to cover the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE

RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)

or Denver (91,000),

so far as that's concerned!

GET ALL THE FACTS! WRITE WIS

OR ASK

FREE & PETERS, INC.

Exclusive National Representatives

Agencies

HARRY O'NEIL, formerly account executive with Benson & Dall Adv. Co., Chicago, will become a member of United Adv. Co., Chicago, effective Nov. 1.

NATHANIEL A. BENSON has been transferred from the Toronto office of Young & Rubicam to the New York staff.

SHEILA B. WIESE, who recently handled sales and radio analysis on Carter's Little Liver Pills for Ted Bates Inc., has joined Murray Breese Associates, New York, as head of the market and copy research division. H. L. Johnson, head of traffic, has been appointed assistant to Murray Breese, president.

RITA McCUSKER, formerly with Foote, Cone & Belding, and Ruthrauff & Ryan, New York, has joined Compton Adv., New York, as assistant to Corlis Wilber, supervisor in charge of daytime serial programs.

GEORGE I. REID, former eastern manager of National Radio Checking Service Inc., and recently released from the Army, has joined Radio Reports Inc., New York, as sales manager. He succeeds Lewis F. Fontaine, who went into the Army several months ago.

RALPH P. CAMPBELL, former production man in the radio department of J. Walter Thompson Co., New York, and Warren M. Morton, previously with Wm. J. Morton Co., witholding company, have joined the sales staff of Katz Agency, New York, station and newspaper representative. Malcolm O'Mara, salesman, left the agency the week of Oct. 18 to enter the Maritime Service.

DR. WALTER GROPIUS, chairman of the department of architecture of Harvard U's graduate school of design, architect and founder of Staatliches Bauhaus in Weimar, has been retained by William H. Weintraub & Co., as consultant on post-war product design.

CHARLES MARTIN, producer of *Gertrude Lawrence* show on the BLUE for Revlon products, is planning to open his own office in New York, under the title Charles Martin Productions Inc., and has resigned as a producer-director for Biow Co., New York. Succeeding him on *Philip Morris Playhouse* program on CBS will be Milton Geiger and Henry Hayward.

KENDALL FOSTER, radio publicity director of Wm. Esty & Co., New York, has taken over production of Bob Hawk's *Thanks to the Yanks* program, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. He replaces Al Rinker, resigned.

RICHARD HUBBELL of the radio-television department of N. W. Ayer & Son, New York, has taken on additional duties as television consultant and writer for *Life* magazine.

HEBER SMITH, for approximately four years account executive of CBS Hollywood, has resigned that post to become vice-president of Erwin Wasey & Co., San Francisco.

ALAN M. FISHBURN, assistant program director of WGN Chicago, effective Nov. 1 was to become radio producer for Schwimmer & Scott Adv. agency, Chicago.

RAYMOND R. MORGAN, president of Raymond R. Morgan Co., Hollywood, is now convalescing from a heart condition which had confined him in the hospital for several weeks.

R. J. SCOTT co-partner of Schwimmer & Scott, has returned to Chicago following 10 days on the West Coast.

Moll Joins G-C & N

WILLIAM J. MOLL is resigning as field director and coordinator of postwar surveys of the U. S. Chamber of Commerce, to join Gardner Cornell & Newell in an executive capacity, as advisor on post-war planning of firms now in war production. Before joining the C of C in 1938 as special consultant, Mr. Moll operated his own consultant firm. He has served as executive vice-president of Gardner Adv., St. Louis, and as New York manager for Proctor & Collier.

Bates Promotions

TED BATES Inc., New York, has promoted to executive positions three members with the agency since its organization in 1940. Walker G. Everett, account executive on Wonder Bread, has been named vice-president, in charge of Continental Baking Co., producers of Wonder Bread; Edgar P. Small, head of media, is now a vice-president, and Clifford N. Parsells, director of research, has also been made vice-president.

HEADLEY-REED Co., station representative, has moved its offices to the Chrysler Bldg., 405 Lexington Ave., New York. Phone is Murray Hill 3-5470.

IVAN N. SHUN, president of Advertising Counselors Inc., Phoenix, Ariz. has announced the purchase from his associate, Gerald E. Arnold, of the latter's minority interest in the agency, effective Oct. 30. Mr. Shun thus acquires complete ownership of the agency. Donald B. Phillips has been named art-production director, succeeding Mr. Arnold, who has withdrawn completely from the company.

HOWARD B. ELLISON, formerly production manager of Pedlar & Ryan, New York, has joined Pettingell & Fenton, New York, as coordinator of service departments, heading a new division of the production department. Violet Lanphear, recently with Paris & Peart, has joined Pettingell & Fenton as assistant in production and traffic detailist, and Robert J. Friedman, formerly of Reis Adv., New York, has been assigned to handle production billing.

JOHN V. RYDEN, formerly in the art department of Pedlar & Ryan, New York, has joined the same department of Hill Adv., New York.

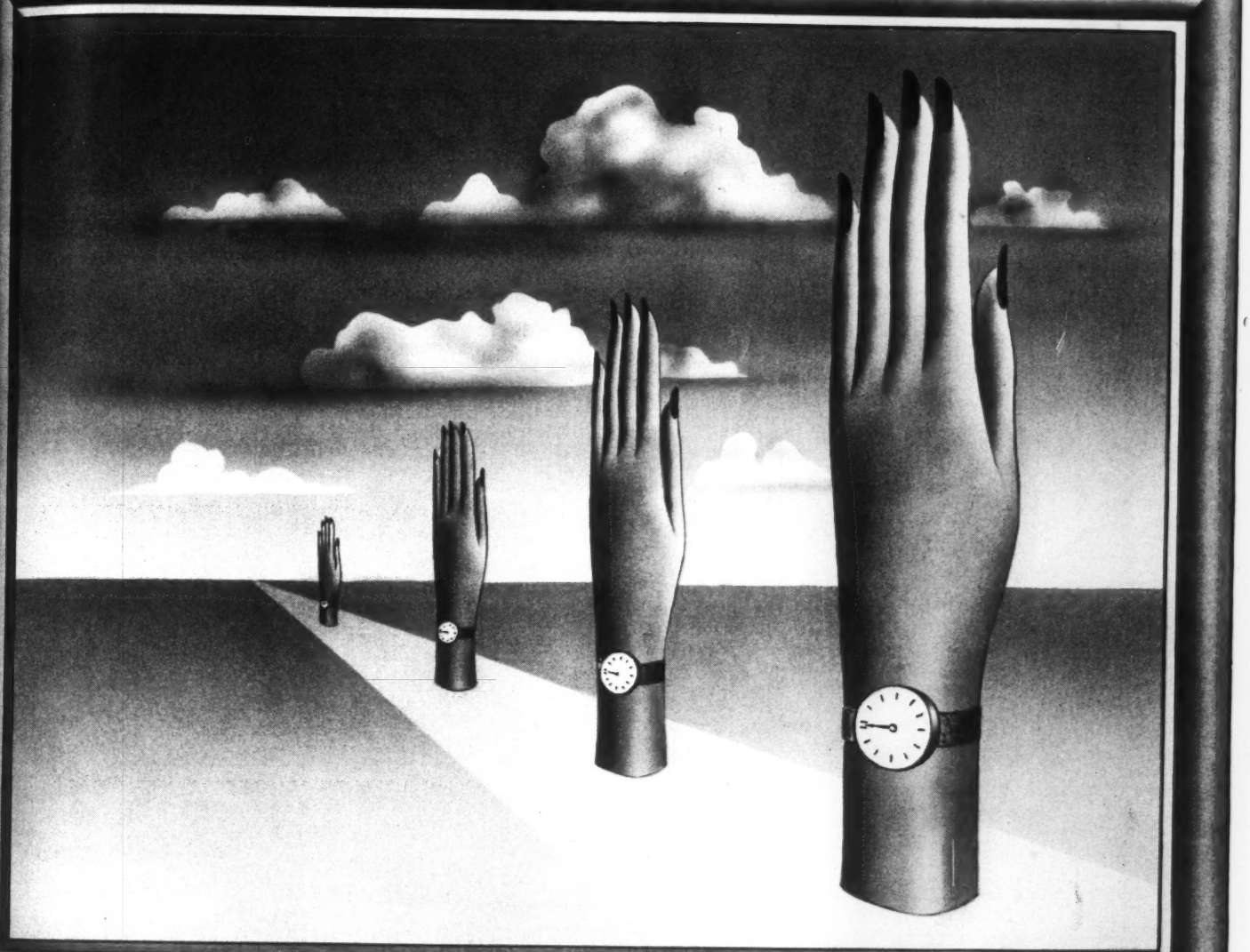
BARBARA SMITTEN, on the secretarial staff of Ruthrauff & Ryan Inc., Hollywood, has been made assistant producer.

New WJZ Rate Card

WJZ New York has issued rate card No. 10, dated Sept. 1, 1943, which embodies the following changes from card No. 9, dated Jan. 1, 1940: Frequency discounts on announcements and chain breaks are now based on total number used within 52 weeks, rather than on uninterrupted continuity of broadcasting. Announcements and chain breaks may be combined in most time periods to earn frequency discounts and may also be combined with participations of the five WJZ participation programs. Rebates for continuous broadcasting now start with a 2½% rebate at the end of the 13th week. Base rate is $1200 per evening hour.

Driscoll Returning to WOR

DAVE DRISCOLL will soon return to his post as director of war services and news of WOR New York from the Italian front. Mr. Driscoll left this country early in August to record battle field activities for rebroadcast on WOR and Mutual.



• THE WNOXVILLE PICTURE •

WHEN IT'S HIGH NOON IN WNOXVILLE*

SALES ARE AT THEIR HOTTEST! Elsewhere, sales may nose-dive when the hour hand zooms upward to twelve o'clock noon. In WNOXville, the Midday-Merry-Go-Round continues to break sales records in quick succession. Variety entertainment at its best . . . a multi-sponsored 70-minute program that glues listeners to radios, and plays, daily except Sunday, to a paying, packed studio audience of hundreds.

**WNOXville . . . the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis . . . TWICE as big as Nashville . . . according to SALES MANAGEMENT's 1943 "Survey of Buying Power".*

CBS

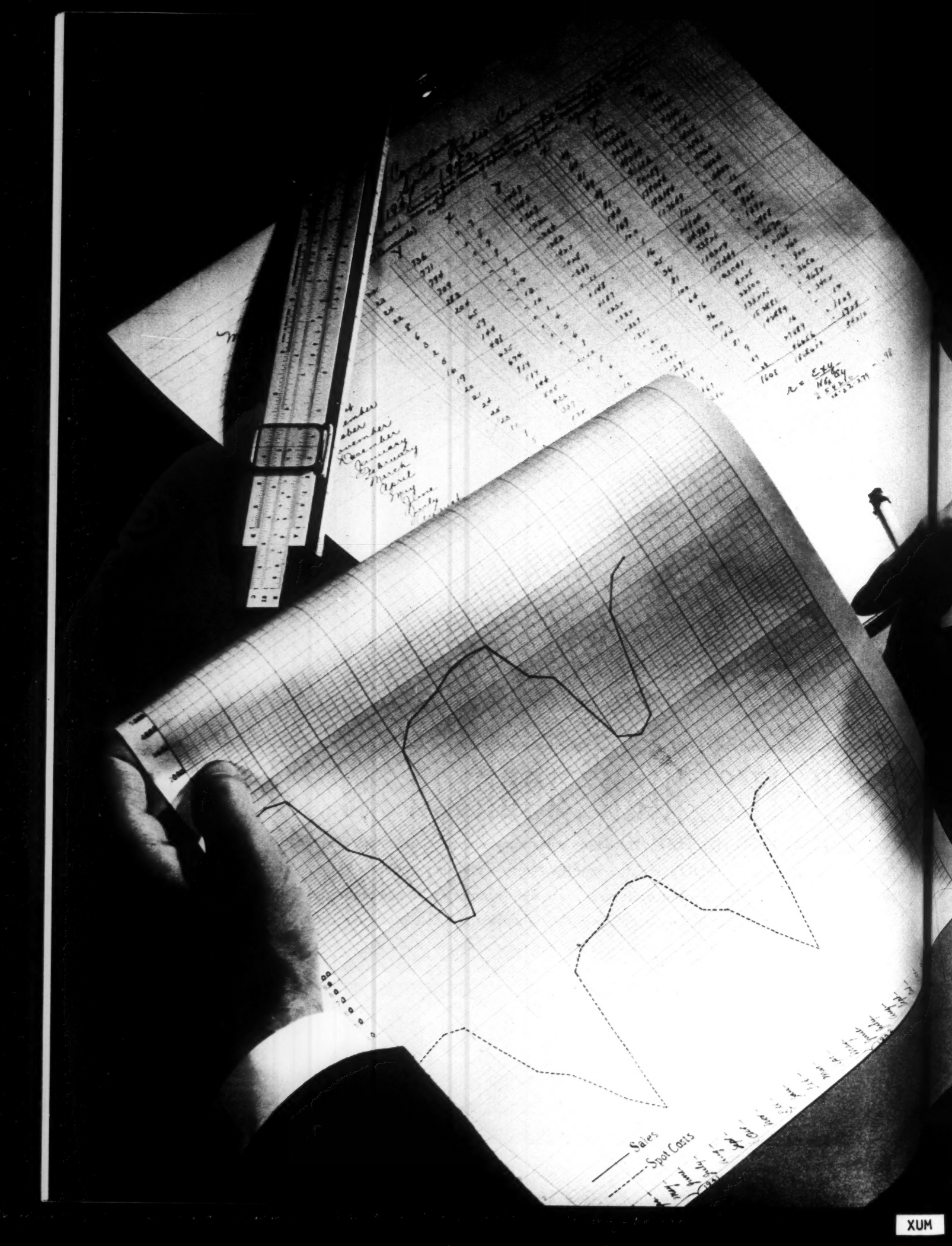
REPRESENTED BY The BRANHAM Co.

WNOX

10,000 WATTS on 990 KC.

KNOXVILLE · TENNESSEE

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE NEWS-SENTINEL



XUM

$$r = \frac{\Sigma xy}{N\sigma_x\sigma_y}$$

No, it's not a "doodle." It's the mathematical formula for the Pearsonian Coefficient of Correlation—the formula that will answer the question . . . "Do my sales indicate that my spot radio campaigns are delivering?"

To Raymer men such static formulas are not expressed in algebraic equations, but in people who can be customers for your product and factors that are ever changing.

With years of practical brass-tack experience and study in the markets of the country, Raymer service can be a mighty help in the planning of your campaign. Put it up to Raymer for results.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

Editorial

Congress Courageous

BARRING an eleventh-hour postponement, hearings get under way this week on the White-Wheeler Bill before the Senate Interstate Commerce Committee. At the same time a conflict rages behind the scenes in the House on the Select Committee inquiry, with the issue evidently whether the investigation will be "whitewashed" or continued. There also is a House move to start legislative hearings, paralleling those of the Wheeler Committee.

Congress obviously approaches the whole radio legislative scene with a sort of "something wrong in Denmark" attitude. This emerges from the persistent criticism of the Commission's methods both in the domestic and international fields; from controversy with the military; from the threat to the fundamental freedoms implicit in the Supreme Court opinion of May 10 handing the FCC a blank check, and from the all-around high-handedness of a bureaucracy reeking with lust for power and reprisal against those who challenge it. Encircling all this are the unmistakable lobbying footprints of the FCC majority to block legislation.

Lest there result the confusion and inaction that has marked past Congressional forays, traceable to the fast headwork and indefatigable energy of the FCC majority, certain things should be clearly understood. Senator Wheeler, prodded by many of his colleagues, has called hearings for a single purpose—to write legislation. How and under what circumstances that should be done depends upon the logic and the courage with which the broadcasting case is presented.

We think it should be clear that Congress now needs to do only one thing—retrieve its right to write the laws. Thus it would safeguard an art and medium that is threatened with complete subjugation because of the powers handed the FCC by the Supreme Court. The Commission is setting out to make radio a common carrier, when Congress thought it said specifically it isn't. It is seeking to censor by the back door, when Congress thought it said "no". It is regulating the business of radio when Congress denied it that right.

That being so, it is hoped the Senate committee will not permit these hearings to be used as a sounding board for those with axes to grind. That should apply equally to the spokesmen for private radio interests and to the FCC. The Select Committee inquiry in the House is a separate, independent process, authorized to evaluate the stewardship of the FCC and to decide whether it has run out of bounds. Its findings (if the inquiry is to be seriously pursued) may well result in legislative recommendations, and that's all to the good. But the job there is to find out what's wrong with the personnel and the policies and procedures of the FCC.

By the same token, it would be unfortunate if an effort were made to scuttle the Select Committee inquiry by transferring the job, as a legislative task, to the full House Interstate Committee, of which Rep. Lea (D-Cal.) also is chairman. Small committees function better on inquiries than larger ones, which are preoccupied with other legislative work. To effect the transfer, which we understand is the cause of much of the furore within the Select Committee, would be to stifle the investigation. The misgivings of those who suspected a "whitewash" would be justified.

There is only one real issue—the public interest. That is what Congress is pledged to protect and what radio is seeking to serve. That is what Congress *thought* it was protecting when it wrote the original Radio Act in 1927, now embodied in the Communications Act of 1934. The law was good so long as its administration followed the Congressional intent. Now the law has been declared bad by the highest court of the land. The administration has been sufficiently questionable, to put it mildly, to arouse the House to order a sweeping inquiry by almost unanimous vote. Thus, the Select Committee inquiry has to do with administration; the standing committee hearings with the law.

So without recriminations or name-calling, we hope these separate and long-needed legislative explorations may be carried through swiftly, unimpeded by political trading or threat of reprisal.

It's the American way.

Post-War Frontiers

RADIO's final role in this most ruthless of all wars will be at the peace-table. Plans, however embryonic, already are under way. The heads of two of this country's great networks—Niles Trammell of NBC, and William S. Paley, of CBS—are slated for trips abroad tied in with radio's war operations and with the post-war radio world.

The global missions of these men, who travel under different auspices but whose objectives are not dissimilar, befits radio's virile, heads-up operation. These tasks couldn't be entrusted to lesser men, however capable or inspired. The jobs are topside because the end results will be not merely domestic, but world-wide in their scope.

Don't expect globe-girdling radio or television networks the day the Hitlers and the Hirohitos are knocked out cold, save for transcendental events. But you can expect a kind of international solidarity, with radio the connecting link. And you can expect a new kind of international radio journalism that will bring to every receiver the first-hand story of the peace that is to be made and the rehabilitation of a war-torn world. The key figures in the greatest real drama of all-time will tell their stories direct.

Of the precise missions of radio's leaders little can be told now. Mr. Paley, to be accompanied by Davidson Taylor, assistant program director, is under orders from Elmer Davis, OWI director and former CBS analyst. Mr. Trammell, whose companion is John F. Royal, NBC vice-president in charge of international relations, so far as the public announcements go, is planning reopening of offices in the subjugated countries as they are liberated and in expanding operations after the peace.

Radio, as an art and medium, is fortunate in having men of that calibre setting the pace. It is in the best radio tradition.

Our Respects To -

MARSHALL HYLON PENGRA

WHEN the small station, or any of the various problems relating to the small station enter the conversation, there comes a gleam of intense interest into the eyes of Marshall H. Pengra, manager of KRNR Roseburg, Ore., who has consistently championed the cause of the "little fellow".

In the fall of 1942 he headed a committee of Oregon and Washington broadcasters which wrote the resolution later adopted by the FCC extending restricted operators licenses for the duration of the war and six months. The previous set-up had been a tremendous hardship upon the small fellows, who with the war were faced with almost continuous manpower turnover and labor shortage. Marshall was selected as spokesman for the small stations at the NAB War Conference in Chicago last April. At Senate hearings a few days ago on U.S. paid advertising in small newspapers, Marshall was there for the NAB [BROADCASTING, Oct. 25].

He was also selected as chairman of the Small Market Stations Committee of the NAB which met in Washington, D. C., last June to consider the commercial problems of the small station. Resolutions drawn up by this meeting called for a group selling plan for small stations to be worked out by the NAB's research department for ultimate adoption by the small outlets about the country, and, that there should be a full-time, paid NAB staff member to represent the small stations.

Born in Stockton, Ill., in 1910, Marshall attended grade and high school in Wisconsin and Oregon. He went to live with an aunt in Chicago after high school graduation in 1927 and while enroute by train he met James B. McDougal, then governor of the Federal Reserve Bank of Chicago, who gave him his first job as messenger boy in the Chicago Federal Reserve branch.

He entered Beloit College, Beloit, Wis., in 1928 and after a year he transferred to the U. of Illinois, majoring in history and English, graduating in 1932.

"Times were pretty tough on the green graduate in 1932," he says, "I hitchhiked 200 miles from Chicago to the little town of Brodhead, Wis., with my portable typewriter to try and wedge a job out of the editor of the weekly newspaper there." Having been turned down by all the Chicago dailies on an offer to write a column while he travelled about the world with starting capital of five dollars, he worked two weeks for nothing on the Brodhead weekly after he had been told by the editor that there just wasn't any job. When he got ready to leave, he was offered room

(*Continued on page 34*)

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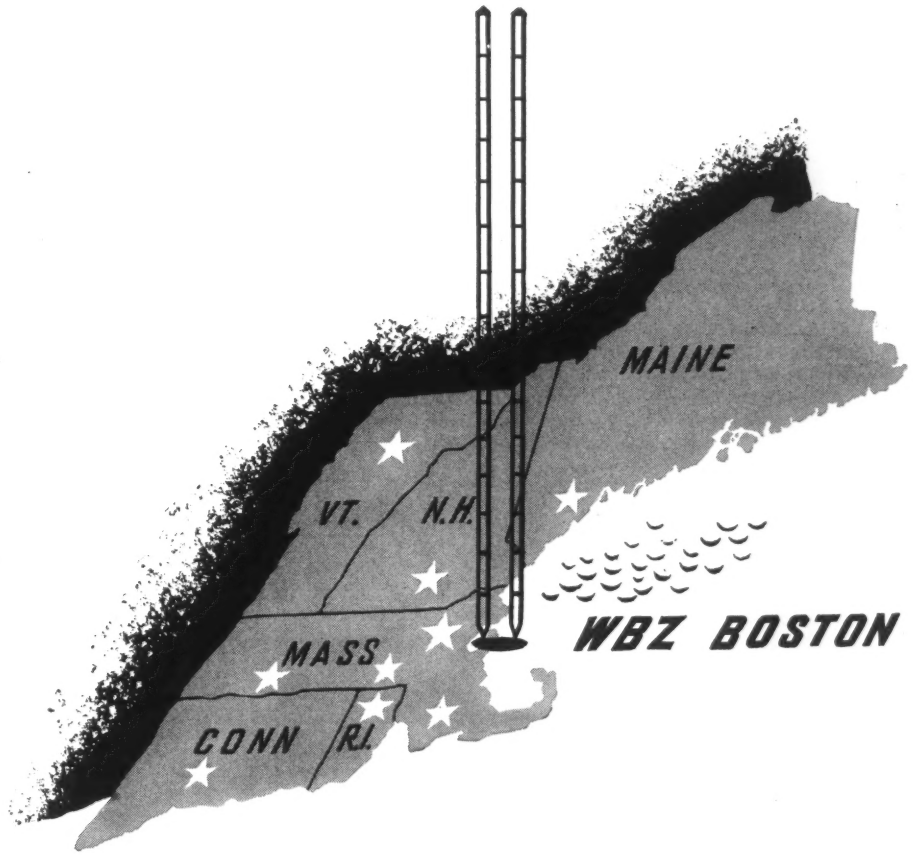


Master-Station IN NEW ENGLAND . . .

One resounding radio voice stands out today as the dominant leader in all New England . . . from Martha's Vineyard to Canada. Recent surveys in Worcester, Springfield and other adjacent towns *prove* that WBZ is tops. Period after period — night time and day time — the listening audience voted for WBZ.

In Boston — in dozens of industrial cities in Massachusetts — in fact, throughout New England, consumers center their listening interest, more and more, on WBZ & WBZA's spot on the dial. Thus they're within-easy-reach, through a WBZ & WBZA microphone.

There's the crux of the story — most of New England — at single-station cost.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Our Respects to

(*Continued from page 32*)

and board and cigarette money to stay, and he stayed for nine months.

In the spring of 1933 he learned that the editor of his home town paper was short a man and he subsequently joined the staff doing full time work in advertising and newswriting. It was at this time that he married his childhood sweetheart, Eve Bullis. Taking a summer school course he acquired the necessary credits to obtain an Oregon state teacher's certificate, which led to a position for a year as a country school principal. Then followed two years with the Salem high school system in Salem, Ore., at which point radio peeked around the corner, soon to step into full view.

In 1935, "to get some idea of radio" Marshall began writing radio script and doing some announcing, for nothing, at KSLM Salem. He became the station's after-hours special events man, doing his first sport broadcasts at this time for Tide Water Associated Oil Co., both live and Western Union recreations.

The big step came in 1936 when he joined KRNR Roseburg as commercial manager, on a three months' trial arrangement. His limited selling experience proved no serious handicap as he soon pulled the station out of the red and was made manager in 1938. Owner of the station is Rep. Harris Ellsworth (R-Ore.), publisher of the Roseburg *News-Review*.

The Pengras have two sons: Marshall Hylon IV, and Michael Hayes the I.

As an avocation, Marshall does Pacific Coast Conference sportscasting for Tide Water Associated Oil Co. in football and basketball. He is fond of golf and shoots in the low 80's. He also acts as moderator on KRNR's weekly *Let's Talk It Over* forum. Marshall says, "Nobody ever claims I came up the hard way on account of I ain't come up yet!"

Personal NOTES

COL. EDWARD M. KIRBY, chief of the radio branch, Bureau of Public Relations, War Department, addressed the first dinner meeting of the Washington Chapter of the Association for Education by Radio, Oct. 28. Col. Kirby spoke on "Radio on All Fronts".

BURRIDGE D. BUTLER, president of WLS Chicago, left Oct. 20 for Phoenix, Ariz., where he will spend the winter months supervising the activities of the Arizona network stations—KOY Phoenix, KTUC Tucson and KSUN Bisbee-Lowell.

CARROLL MARTS, assistant to Miles Lamphier, controller of MBS, has been named sales supervisor of the Midwest offices, effective Oct. 25. He replaces Don Pontius, who left for the Army Oct. 30.

ROBERT F. WOLFSKILL, manager, Kansas City offices of Commercial Radio Equipment Co., spent part of last week in Washington discussing FM problems with Everett R. Dillard, general manager of the company and licensee of KOZY, pioneer Kansas City FM station.

GERALD HARRISON, director of station relations for WNAC Boston and the Yankee network, has been elected chaplain of the Crossecup-Pishen Post, American Legion, Boston.

FRED M. THROWER, vice-president in charge of sales, now a lieutenant (j.g.) in the Naval Reserves, reported for duty in Washington, Oct. 23.

ELLIS F. REHN, formerly a salesman in the advertising department of the San Francisco *Examiner*, has joined the sales staff of KGO San Francisco.

R. G. (Bob) VENN has been named sales director of WAGA Atlanta. He was formerly with WSGN Birmingham as promotion director.

DON NORMAN, former West Coast representative of A. C. Neilsen Company, marketing research, has replaced Thomas M. Ray Jr., as NBC spot salesman in San Francisco. Mr. Ray is organizing a Los Angeles office for Katz Agency Inc.

CHET PETERSEN, formerly sales and production manager of KTFI Twin Falls, Ida., has joined Los Angeles staff of KGER Long Beach, Cal., as account executive.

PRISCILLA THOMPSON, formerly in the advertising and promotion department of the Weiboldt Stores, Chicago, has joined the continuity department of CBS Chicago, replacing William Walbaum who has left CBS to join the Chicago office of Spot Sales, station representatives.

ERNIE MARTIN, former researcher on the weekly CBS *I Was There*, has been assigned to sales service contact for Hollywood originating network sponsored programs, under direction of Harry W. Witt, Pacific Coast network assistant general manager.

Peter Zanphir, in charge of presentations for MBS, has been appointed assistant director of the network's promotion and research department. Mr. Zanphir had been with the CBS and NBC promotion departments before joining MBS six months ago.

WILBUR STARK, salesman with WMCA New York for the past eight years, has left for the Army.

SIDNEY FISHMAN, formerly director of research of WNEW New York and previously associated with the Office of Radio Research, Columbia U., has been appointed manager of the research department of MBS, effective Oct. 26.

NATHAN W. BRANDON, commercial manager of WSAY Rochester, N. Y., on leave, now a lieutenant in the Air Transport Command, married Martha Cunliff of St. Louis on Oct. 20.

GEORGE R. NELSON, general manager of WSNY Schenectady, is convalescing from a minor operation.

The First and Only

TABLOID

Station

HOOPER SHOWS WHAT KANSAS CITY KNOWS

Hooper surveys prove KCKN's tabloid program format is right. Three consecutive Hooper five-month reports have shown KCKN holds more daytime listeners in Kansas City than each of three network outlets.

KCKN—Programmed for the "mass" audience of Metropolitan Kansas City—725,000 people.

KCKN—is a "tabloid" station for the "mass" audience because there are never more than three minutes of news at any one time.

KCKN—is a "tabloid" station for the "mass" audience because local continuity (both sustaining and commercial) is written in simple rhymes or jingles using common "picture" words.

KCKN—is a "tabloid" station for the "mass" audience because all entertainment is musical and all music used on KCKN is in the "popular" field.

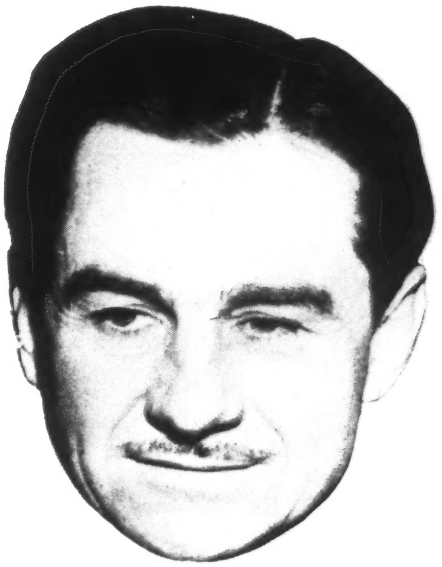
KCKN Kansas City

The Voice of Greater Kansas City

ELLIS ATTEBERRY, MANAGER
BEN LUDY, GEN'L MGR.
KCKN, KANSAS CITY WIBW, TOPEKA

CAPPER PUBLICATIONS, Inc.

CHICAGO 180 N. MICHIGAN | NEW YORK 420 LEXINGTON | SAN FRANCISCO 1207 RUSS BLDG.



Standard Oil Sponsors Lowell Thomas

Five Nights a Week on Pacific Blue

Effective November 1, Standard Oil of California begins sponsorship of Lowell Thomas – America's highest-rated newscaster and commentator, Monday through Friday at 9:30 P.M. PWT on the Pacific Blue Network.

This is the largest and most significant sale made by any Pacific Coast network during 1943.

To Pacific Blue the acquisition of Lowell Thomas is another seven-league stride toward dominance of the evening audience on the Pacific Coast.

But more than that–this purchase by Standard Oil, with a reputation for knowing and buying the best in Western advertising, again spotlights Pacific Blue as *the network to buy* on the Pacific Coast.

FOOTNOTE FOR OPPORTUNISTS: Pacific Blue's 9:00-9:30 P.M. availabilities, preceded by audience-getters like "Duffy's" and "Battle of the Sexes" and now followed by Lowell Thomas, won't last long.

PACIFIC BLUE NETWORK

"Plug Kendrick says:

Another Advertiser takes down an "Available Now" sign.

6 O'clock News Monday thru Friday 6:00-6:15 PM is now sponsored by UDGA.

You can bet they won't regret

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

MORGAN BRASSELL Jr., WHBQ Memphis announcer, has been inducted into the armed forces. Frances Foos is now traffic manager, coming from WMC Memphis. James Blaine, formerly with WTJS Jackson, Tenn., has joined WKBQ as special events announcer. He recently received his medical discharge from the Army.

GEORGE BARCLAY, formerly of KQW San Francisco, has joined the announcing staff of KFI-KECA Los Angeles. Phil McHugh, summer relief announcer, has been made a permanent staff member.

EDDIE ROBINSON, contact producer of CBS Hollywood has resigned to join OWI, San Francisco, production staff. John Groller of the CBS Hollywood writing staff takes his place.

BOB BINGHAM, for the past year and a half a program director with the OWI Overseas Branch, has resigned to return to commercial radio. He was formerly program director of WWNC Asheville N. C., and WITH Baltimore.

RAYMOND CADDELL, formerly program director and chief announcer of WFIG Sumter, S. C., has joined the staff of WOLS Florence, S. C.

HOPE STEWART has been shifted from the BLUE's traffic department to production, where she assists Bertha Kurtzman, in charge of production and studio assignments.

ARNOLD MICHAELIS, BLUE producer-director, is the father of a girl.

JEAN BAER, formerly of the continuity department of WINS New York, has joined the public relations and press department of Mutual.

HAROLD HALL CARR has rejoined WOAI San Antonio as production manager. He left the station in 1934 to join WLW Cincinnati as program producer and director.

EDWARD HAAKER, NBC newswriter and formerly with Press Assn., and Melvin K. Whiteleather, former news analyst of KYW Philadelphia, have been given overseas assignments by NBC and will leave shortly for Europe where they will be appointed to specific posts.

JAMES G. HANLON, formerly a member of the *Movie-Radio Guide* staff in Chicago, has joined the press department of WGN Chicago as an assistant to Dale O'Brien, publicity manager. Cyril Wagner and Fred Levings, former members of the WGN press department, have transferred to the continuity and production departments, respectively. Stanton Kramer, a member of the press department before he entered the Army last year, rejoined the department after receiving an honorable discharge.

ADELE McCARTHY, formerly director of the continuity department of WBT Charlotte, N.C., has joined the production department of WNAC Boston as producer-writer.

FRANK LEE, formerly chief announcer of WKST New Castle, Pa., and more recently with WAKR Akron, has joined the announcing staff of WMMN Fairmont, W. Va.

PAUL BRENNER, WAAT Newark, N. J., staff announcer, was m.c. of a ten day series of daily broadcasts, ended Oct. 30, over the P.A. system within the plant of RCA-Victor, Harrison, N. J., in connection with that company's semi-annual suggestion cavalcade.

Purple Heart for Briggs

WALTER BRIGGS, United Press correspondent, has been awarded the first Purple Heart received by a war correspondent in the China-Burma-India theatre. Lt. Gen. Stilwell presented the award, which cited Briggs for wounds received during the Arakan Campaign in Southwestern Burma in February, 1943. He is the second United Press correspondent to be awarded the citation in this war, the first being Leo Disher of the London bureau.

MAJOR JACK HARRIS, executive officer of radio branch of bureau of public relations, War Department, currently is in Hollywood for three weeks to appoint and install successor to Robert C. Coleson, former chief of West Coast offices. Latter resigned Oct. 31 to become Hollywood manager and production supervisor of N. W. Ayer & Sons Inc. Major Harris is former special events, news and sports director of WSM Nashville, Tenn.

FRED CURTISS, formerly of WWJ Detroit, has joined CBS Hollywood announcing staff.

LIEUT. (jg.) ROBERT GARRED, formerly newscaster of CBS Hollywood and now on duty in the South Pacific area, was married to Doris Thomas of Denver on Aug. 28, it has been announced.

LEW X. LANSWORTH, Hollywood radio producer, and Jeanne Bates, actress, were married in San Francisco on Oct. 8.

CARLETON PEARL, of the CBS press department, reports to Fort Dix, N. J., Nov. 9, for Army service.

RICHARD KUNSTMAN, formerly associate editor of *Movie-Radio Guide*, will join the Mutual publicity department as trade news editor Nov. 2.

IN A REALIGNMENT of personnel in the production department, BLUE has named Anne Kelly assistant to the production manager. On the NBC and BLUE production staffs for the past six years, Miss Kelly until recently office manager of the department, Bertha Kurtzman, who was placed in charge of studio assignments early this fall, has taken on production assignments as well. Helen Hedeman, casting director, will also handle auditions, with Barbara Livingston as her assistant. Jack Cleary, who formerly handled auditions, is now a production director.

GUENTHER REINHARDT, Washington and New York correspondent for European newspapers and contributor to Hillman Periodicals Inc., has started a weekly quarter-hour program, *Diplomacy & the News* on WINS New York.

LEO RUMSEY, announcer of KPO San Francisco, reported to the Army Oct. 7 and is now at Camp Lee, Va., in the public relations division of the Quartermaster Corps.

JOHN FRASER, NBC Hollywood announcer, recently commissioned an ensign in the Navy, has reported to Quonset Point, R. I., for training.

DICK PACK, formerly publicity director of WOR New York, now a private in the Army Air Forces stationed at Mitchell Field, N. Y., is writing a new feature of Mutual's *Full Speed Ahead* series. Program started last week under the title *Men of the Air From Mitchell Field.*

CHARLES E. SEEBECK, until recently engaged in sales, production and engineering, has been called to active duty with the Army Signal Corps and is currently stationed at Daniel Field, Augusta, Ga.

WESLEY STEADMAN has received a medical discharge from the Army and has joined KFAC Los Angeles as announcer.

RONALD C. FRASER, formerly of CJLS Yarmouth, N. S., has been appointed Maritimes regional farm commentator of the CBC at Halifax. He succeeds Allan Dill who resigned because of ill health.

LEE ALLEN, Toronto, has joined the announcing staff of CKRN Rouyn, Que.

HERB ARLOW, Toronto, has joined the announcing staff of CJKL Kirkland Lake, Ont.

NEIL MORRISON has been appointed supervisor of talks of the Canadian Broadcasting Corp, with offices at Toronto. He joined CBC in 1940 developing the *National Farm Radio Forum.*

ORSON WELLES, producer-actor-writer, will leave for a foreign tour to entertain members of the Armed Forces.

JAMES BOYSEN, formerly of WJMC Rice Lake and WEAU Eau Claire, Wis., has joined the announcing staff of WTCN Minneapolis.

GEORGE ROSE, manager of KWG Stockton, Cal., and commentator for the home games of College of the Pacific, and Lee Giroux, KPRO Riverside Cal., sportscaster, have joined the announcing roster of the Tide Water Oil Co. football sportscasts.

JOSEPH P. MULVIHILL, formerly of WCAE Pittsburgh, has joined the staff of WGAR Cleveland.

BOB ANTHONY, formerly WAAT Newark, N. J., announcer, has joined WOR New York as assistant to the audience promotion manager.

ALFRED KERR and James Blaine, having received medical discharges from the Army, have joined the announcing staff of WHBQ Memphis.

SHIRLEY DAVIS, formerly in the publicity department of KIRO Seattle, has joined WGCM Gulfport, Miss. in charge of publicity and promotion.

RANALD MacDOUGAL, CBS scriptwriter, is on leave of absence to handle special writing assignments on the West Coast.

NEAL VAN ELLS, announcer-writer at WAOV Vincennees, Ind., is expected to return this week after an attack of diphtheria.

ALLEN DuCOVNY, assistant to producer Robert Maxwell in the development of *Superman* on Mutual and *Hop Harrigan* on BLUE, has been appointed to succeed George Lowther as director of *Superman.*

HOWARD T. KEEGAN has left NBC, where he had produced daytime dramas, to join WCFL Chicago as program director.

SPONSORS SPEAK LOUDER THAN WORDS

WOV NEW YORK

XUM

"Sweethearts"

"Sweetheart" is a tender word.

It's a word that good engineers and mechanics sometimes use in referring to a cherished tool or instrument. They say, "Boy, it's a sweetheart!"

That's the way many broadcast station technicians feel about the RCA 68-B Beat-Frequency Oscillator, and the RCA 69-B Distortion Meter.

Used together, these instruments are ideal for making harmonic distortion measurements on broadcast transmitters.

NOTE THESE FEATURES:

RCA Beat-Frequency Oscillator Type 68-B: Vernier-controlled pointer traveling over a large direct-reading scale, for easy adjustment of frequency; electric-eye tube permitting ready checking of calibration against the power-supply frequency; well-shielded electron-coupled oscillators, and push-pull detector and amplifier circuits, providing exceptional freedom from distortion; electronically regulated, built-in power supply, assuring constancy of output, irrespective of normal line-voltage fluctuations; extremely compact design, requiring only 8¾" of rack space. Frequency range: 20 to 17,000 cycles.

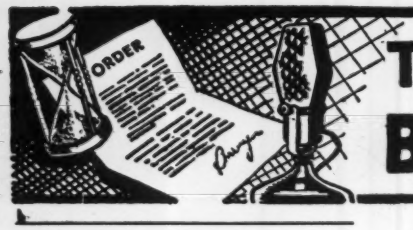
RCA Distortion Meter Type 69-B: Measures distortion content and noise level over a wide range of audio frequencies; easy, rapid calibration, accomplished without the use of other equipment; provision for bridging or direct-to-tube audio inputs; linear r-f rectifier included for direct measurement of the modulated output of transmitters; new, large-size meter; extreme compactness of design, only 8¾" of rack space.

Write for complete description and specifications. Please address inquiry to Test & Measuring Equipment Section, Radio Corporation of America, Camden, N. J.

RCA

RCA TEST AND MEASURING EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJJD Chicago

Sterling Insurance Co., Chicago, 5 *sp* weekly, 26 weeks, thru Neal Adv. Co., Chicago.
Quaker Curtain Stretcher Co., Kenosha, Wis. (institutional), 5 *sp* weekly, 13 weeks, thru United Broadcasting Co., Chicago.
Willard Tablet Co., Chicago (stomach tablets), 6 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Household Finance Corp., Chicago, 8 *sp* weekly, 10 weeks, thru BBDO, Chicago.
Quaker Oats Co. Chicago, 6 *sa* weekly, 5 weeks, thru Ruthrauff & Ryan, Chicago.
Waste Paper Consuming Industries, Chicago (waste paper campaign), 3 *sa* weekly, thru Olian Adv. Co., St. Louis.

WOR New York

Agash Refining Co., Brooklyn (Royal Cook Salad Oil), *sa*, 52 weeks, thru Diener & Dorskind, N. Y.
American Dietaids Co., New York (Souplets), *sa* 52 weeks, thru Small & Seiffer, N. Y.
Atlantic Macaroni Co., New York (Caruso Brand Food Products), *sa*, 52 weeks, thru Prudential Adv., N. Y.
Savings Bank Assn. of N. Y. State, *sa*, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 26 weeks, thru Franklin Bruck Adv., N. Y.
B. C. Remedy Co., Durham, N. C. (headache powders), 3 *ne* weekly, 52 weeks, thru Charles W Hoyt Co., N. Y.

KYW Philadelphia

Plough Inc., Memphis, Tenn. (St. Joseph's Aspirin and Penetro Nose Drops), 6 *ta* per wk. 36 wks. thru Lake-Spiro-Shurman, Memphis, Tenn.
Hanscom's, Philadelphia (bakery), 3 *sa* per wk, 13 wks, thru May Adv., Philadelphia.
Modern Heat and Fuel Co. Philadelphia (fuel oil service), 5 *sa* per wk, 3 wks, thru Stewart-Jordan, Philadelphia.
Maryland Pharmaceutical Co., Baltimore (Rem), 15 *sa* per wk, 26 wks, thru Joseph Katz, Baltimore.

CFCO Chatham, Ontario

Canadian Bankers Assn., 5 *ta* weekly thru R. C. Smith and Sons Ltd., Toronto.
Standard Brands Ltd. (Magic Baking Powder), 15 *ta* weekly thru J. Walter Thompson, Montreal.
Dr. Chase (proprietary medicines), 230 *sa* thru Ardiel Adv., Oakville, Ontario.
Standard Brands Ltd., 15 *ta* weekly thru J. Walter Thompson, Montreal.
Wonder Bakers 5 *ta* weekly thru J. J. Gibbons, Toronto.
Masons United Radio Advertisers (patent medicines), 15 *sp* weekly.
Daglish (Ontario) Ltd., three *sp* weekly thru MacLaren Adv., Toronto.
Roberts Biological Labs. (Allergi-tabs), 35 *ta* thru MacLaren Adv., Toronto.
Dept. of Munitions and Supply (coal conservation), 35 *ta* thru Adv. Agencies of Canada.
Crown Diamond Paint Co., 26 *ta* thru McConnell Eastman, Montreal.
DeKalb Corn Assn. (seed corn), 78 *ta* thru Western Adv., Chicago.
Fifth Victory Loan, 25 *sp* thru Adv. Agencies of Canada.
G. T. Fulford (patent medicines), 6 *ta* weekly thru Spot Broadcasting, New York.
Lever Bros. (Lifebuoy soap), 25 *ta* weekly thru Joseph Hershey McGillvra, New York.
W. K. Buckley Ltd., Toronto (cough syrup), 10 *ta* weekly thru Walsh Adv. Agency, Toronto.
Western Canada Flour Mills (Pioneer Feeds), 3 *sp* weekly thru A. McKim Ltd., Toronto.
Salvation Army, 28 *ta* thru A. McKim Ltd., Toronto.
Campbell Finance Corp., Toronto, 78 *ta* thru Ronalds Adv. Agency, Toronto.

CKCL Toronto

Dr. Bell Wonder Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.
Mutual Benefit Health & Accident Assn., Toronto, 3 *t* weekly, thru Harry E. Foster Agencies, Toronto.
Dibble Coal Co., Toronto, 3 *sp* daily, thru Frontenac Broadcasting Co., Toronto.
Chris Hansen Labs., Toronto (Junket), *ta* daily, thru A. McKim Ltd., Toronto.
Vick Chemical Co., New York, 5 *t* weekly, thru Morse International. N. Y.
Chas. Wilson Ltd., Toronto (soft drinks), 6 *ne* weekly, thru A. J. Denne & Co., Toronto.
Kennedy Mfg. Co., Toronto (Vapex), 3 *ta* weekly, thru Cockfield Brown & Co., Toronto.
Lever Bros., Toronto (Lifebuoy), 15 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KFRC San Francisco

Vick Chemical Co., New York, 3 *sa* weekly, 13 weeks, thru Morse International, N. Y.
Lever Bros., Cambridge (Vimms), 2 *ta* weekly, 2 weeks, thru BBDO, New York.
Lever Bros., Cambridge (Lipton tea), 1 *ta* weekly, 2 weeks, thru Young & Rubicam, San Francisco.
42 Products Inc., Los Angeles (shampoo), 1 *ta* weekly, 4 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Barron-Gray Packing Co., San Francisco (vegetable juice cocktail), 2 *sp* weekly, 13 weeks, thru Long Adv. Service, San Francisco.

WAGA Atlanta

Dozier Labs., Bessemer, Ala. (Alcozema), 6 *sp* weekly for 52 weeks, direct.
Iglehart Bros., Evansville, Ind. (Tenderflake flour), 6 *sp* weekly for 52 weeks, direct.
People's Furniture Store, Atlanta, 6 *sp* weekly for 13 weeks, direct.
Colonial Stores, Atlanta (Gold Label coffee), 6 *sp* weekly for 52 weeks, direct.
Menthomulsion Co., Atlanta, 6 *sp* weekly for 52 weeks, direct.
Pepsi-Cola Bottling Co., Atlanta, 6 *sp* weekly for 52 weeks, direct.

WMAQ Chicago

Maryland Pharmaceutical Co., Baltimore (Rem and Rel cold remedies), 430 *sa*, thru Joseph Katz Agency, N. Y.
P. Duff & Sons, Pittsburgh (waffle and gingerbread mix), 18 *sa*, thru W. Earl Bothwell Agency, Cleveland.
Beneficial Casualty Insurance Co., Los Angeles (benefits), 4 *ne*, three weeks, thru Ivan Hill Adv. Co., Chicago.

WENR Chicago

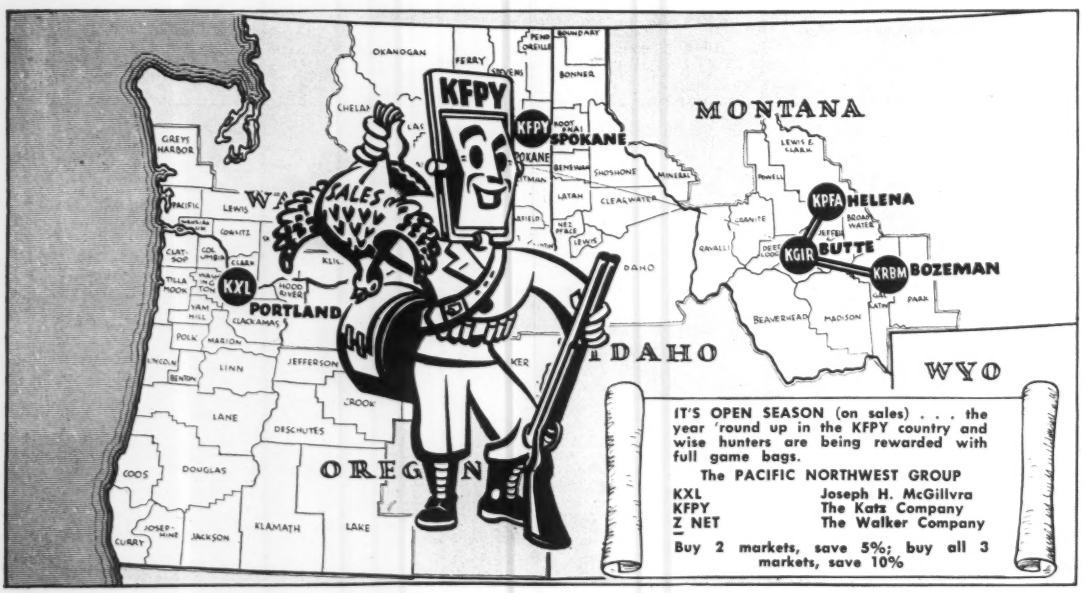
Chicago Daily News, Chicago (recipes), 5 *t* per wk, 52 wks, thru Schwimmer & Scott, Chicago.
Chicago Daily News, Chicago (children's stories), 5 *sp* per wk. 52 wks, thru Schwimmer & Scott, Chicago.

CKY Winnipeg

Byers Flour Mills, Camrose, Alta. (Sunny Boy cereal), 2 *t* weekly, thru Stewart-Lovick Ltd., Calgary.
Mantle Lamp Co., Toronto (Aladdin lamps), *t* weekly, thru Fellers & Fresba, Chicago.

WABC New York

Twentieth Century-Fox Corp., New York ("Sweet Rosie O'Grady"), 3 *sa*, thru Kayton-Spiero Co., N. Y.
Paramount Pictures, New York ("True to Life"), *sa*, thru Buchanan & Co., N. Y.



Wider Radio Use Seen for Aviation

Medium Will Help to Sell Air Travel, Says Carlisle

AVIATION and the air transport industries will make increasing use of radio after the war, in the opinion of Norman V. Carlisle, general manager of Aviation Research Associates, formerly with WTCN Minneapolis. Mr. Carlisle is co-author of *Your Career in Radio*, which he wrote with Conrad C. Rice, program director of WEMP Milwaukee.

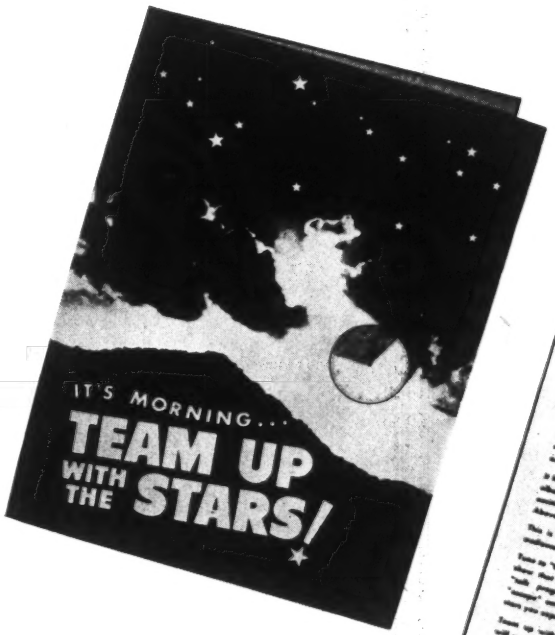
Radio, says Carlisle, "is a vital medium that has a definite place in presenting the story that aviation has to tell." Next year, he points out, the aviation manufacturing industry is scheduled to produce 30 billion dollars in aircraft and equipment, as compared to a pre-war peak of 3½ billion dollars for the automobile industry. There will be a sharp drop in aircraft production after the war but the industry will continue to be a great one, and air transport will enjoy an enormous peacetime boom.

Selling Opportunity

Hundreds of applications for new air routes have been filed with the Civil Aeronautics Board, totaling half a million route miles. Truck, bus, railroad and steamship companies, as well as the established airlines, are planning to get into the picture. After the war, air transport will have something to sell to the public and there will be plenty of competition. Radio, both network and spot, will be an important factor in merchandising this transportation.

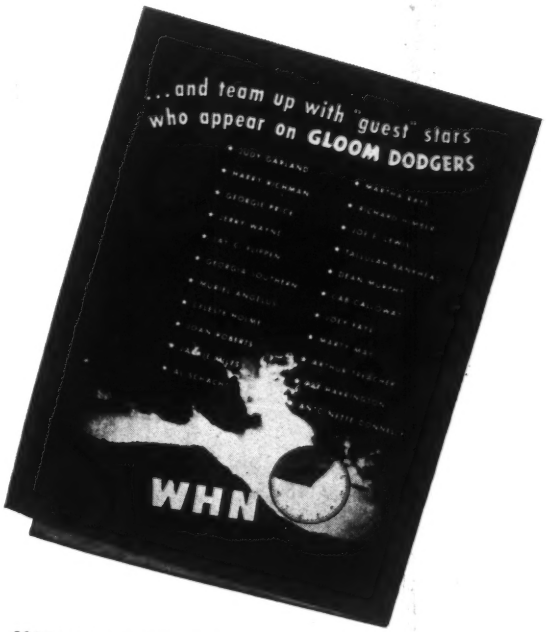
An era of popular flying is in prospect. Igor Sikorsky of United Aircraft predicts that there will be millions of helicopters ten years after the war. Carlisle says many sound thinkers believe the helicopter industry will provide the ultimate form of personal transportation and that it will be as large as the pre-war automobile industry. Light plane manufacturers don't agree, and make counter claims for their type of vehicle. In any case, it is predictable that popular aircraft will be sold at prices comparable to those for automobiles, and thousands of dealers and service stations will sell and care for them. Here again is a post-war opportunity for radio that can hardly be discounted.

It is Carlisle's view that aviation has not used radio as widely as it could have. He believes that the favorable response to such programs as Lockheed's *America—Ceiling Unlimited* on CBS stations will influence other companies to follow suit. The program of Link Aviation Devices, manufacturer of the Link Trainer, is cited as another successful use of the medium. Titled *Prelude to Victory* this 15-minute transcribed series has been broadcast in 46 cities near aviation centers.



QUESTION:

What's happening to the prize package of the industry?



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ANSWER:

Bond Clothes, Barricini Candy Shops and Breakstone Dairy have already made the "great radio buy", participating periods in "Gloom Dodgers". These sponsors are observing carloads of their merchandise being sold the easy way via New York's greatest live talent morning program.

And the ratings are climbing steadily.

Participating strips are still available. Who knows for how long?

50,000 WATTS IN AMERICA'S GREATEST MARKET!

WHN
NEW YORK

1050 ON YOUR DIAL
Represented by WILLIAM G. RAMBEAU

Radio Advertisers

JOHN F. TROMMER Inc., Brooklyn, on Oct. 26 started twice-weekly ten-minute commentaries by John B. Kennedy on WJZ New York, 6:05 p.m., in behalf of White Label beer. Trommer started promotion for White Label, one of its higher priced brands, on WQXR New York the preceding week, with five live announcements weekly. Campaign for White Label may be extended in a few months. Trommer continues using *The Answer Man* on WOR and spot announcements in three or four cities for its regular brands. Agency is Federal Adv., New York.

SWIFT & Co., Chicago, starts promotion of All-Sweet Oleomargarine on Martha Deane's program on WOR New York Nov. 1. Contract for 26 weeks was handled by J. Walter Thompson Co., Chicago.

BLOCK INTERNATIONAL Corp., New York, has named Irwin Vladimir Co., New York, to handle foreign and domestic advertising of its textiles. No radio plans have been announced.

CONTINUING its gradual expansion of radio advertising for Durkee Famous salad dressing, Durkee Famous Foods Inc., Elmhurst, N. Y., has signed for participations on Ed Easts *Breakfast In Bedlam* program on WJZ New York, starting Nov. 15, date for renewing its participations on Martha Deane's program on WOR New York. Campaign will be extended shortly to Chicago. Agency is Federal Adv., New York.

BONUS CHECKS go to Billy George and Mickey Heath (l to r) for oustanding announcing of the Brewers broadcasts over WEMP to baseball fans in the Milwaukee area. C. J. (Chuck) Lanphier, general manager of WEMP, presented the checks. He holds the cup awarded Mickey as the top announcer in the American Association.

STAGG FINCH Distillers Corp., New York, has appointed Peck Adv., New York, to handle Golden Wedding, one of Schenley's straight whiskies. Peck also handles Bacardi Rum (Schenley Import Corp.) and Three Feathers whiskey (Schenley Distillers Corp.). No radio planned for Golden Wedding.

SANDY VALLEY Grocery Co. Inc., Ashland, Ky., and affiliated corporations, have appointed Strauchen & McKim Adv. Agency, Cincinnati, to handle advertising for Golden Dream coffee. Plans are said to include radio.

CENTRAL PAINT & VARNISH WORKS, Brooklyn, has named A. W. Lewin & Co., New York, to place its advertising. No radio planned for the present

EL MORO CIGAR Co., Greensboro, N. C., has appointed Morse International, New York, to handle its advertising. No radio is contemplated for the present.

BOSCO Co., New York, has named McCann-Erickson Inc., New York, to handle advertising for Bosco, a beverage. Both network and spot radio have been used for a number of years. Future media plans are not set.

FRED H. PINKERTON has been appointed director of public relations for Reeves Sound Labs., New York. Mr. Pinkerton was formerly manager of sales promotion and advertising of the Industrial Division, U. S. Rubber Co. Coincidentally he is serving as public relations counsel to the National Electrical Wholesalers Assoc.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner), has named Little & Co., Los Angeles as agency. Radio plans are said to be included.

PRECISION CASTINGS Co., Fayetteville, N. Y. (die-castings), has named Flack Advertising Agency to handle its account. Plans are said to include radio.

Duffy's 1st Reader

DEDICATION — "To me father and mother whom without them this book wouldn't have been possible" —is all the clue needed to the contents of the 48-page booklet written by Archie of *Duffy's Tavern* fame. Sponsor of the BLUE program, Bristol-Myers Co., has published the reader in which Ed Gardner has poured forth his life and times—with pix to match.

Jessica Ogilvie

JESSICA OGILVIE, founder and president of Ogilvie Sisters, radio advertisers of Ogilvie hair and scalp preparations, died in New York Oct. 23.

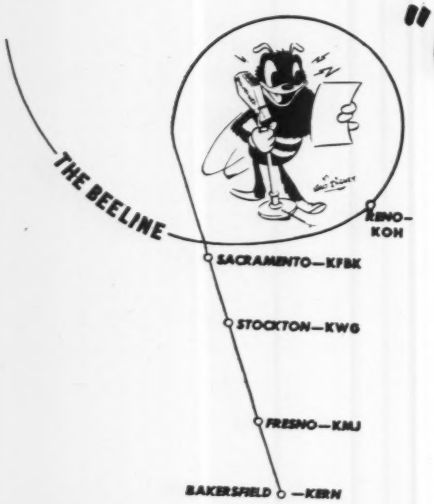
OLD HEIDELBERG Corp., Chicago (restaurant), in September began sponsorship of one spot announcement daily on each of three Chicago stations: WMAQ WLS WJJD. Contract is for 52 weeks. Agency is Lorenson & Co., Chicago.

EDWARD HINES LUMBER Co., Chicago, on Oct. 16 began sponsorship of *Saturday Sports Review*, quarter-hour sports roundup program on WGN Chicago. Contract is for 52 weeks. Agency is the George H. Hartman Co., Chicago.

REMAR BAKERIES, Berkeley, Cal. (bread), has renewed on KGO San Francisco for 52 weeks sponsorship of *Spell for Dough* half-hour audience participation show. Agency is Brisacher, Davis & Van Norden.

CALIFORNIA DAIRY COUNCIL, San Francisco, on Oct. 18 began participations on *Woman's Magazine of the Air* three times weekly on KPO San Francisco. Commercial each time is an interview between Jane Lee, conductor of the program, and a different member of the dairy industry. Contract is for four weeks. Agency is BBDO, San Francisco.

GALSTON & SUTTON THEATRES, Hollywood, to promote the Paramount film, "The City That Stopped Hitler", in a four-week campaign which started Oct. 30, is using a total of 40 live spot announcements weekly on KHJ KNX KECA KFWB. Agency is The Mayers Co., Los Angeles.



"CALIFORNIA EST OMNIS DIVISA IN PARTES TRES"

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves!) Caesar's *Gallia* was also divided into three parts. ★ Tri-parte California shapes up like this:

CALIFORNIA CONSISTS OF...

1 The San Francisco-Oakland (Bay area) market;

2 The Los Angeles-San Diego (southern California) market;

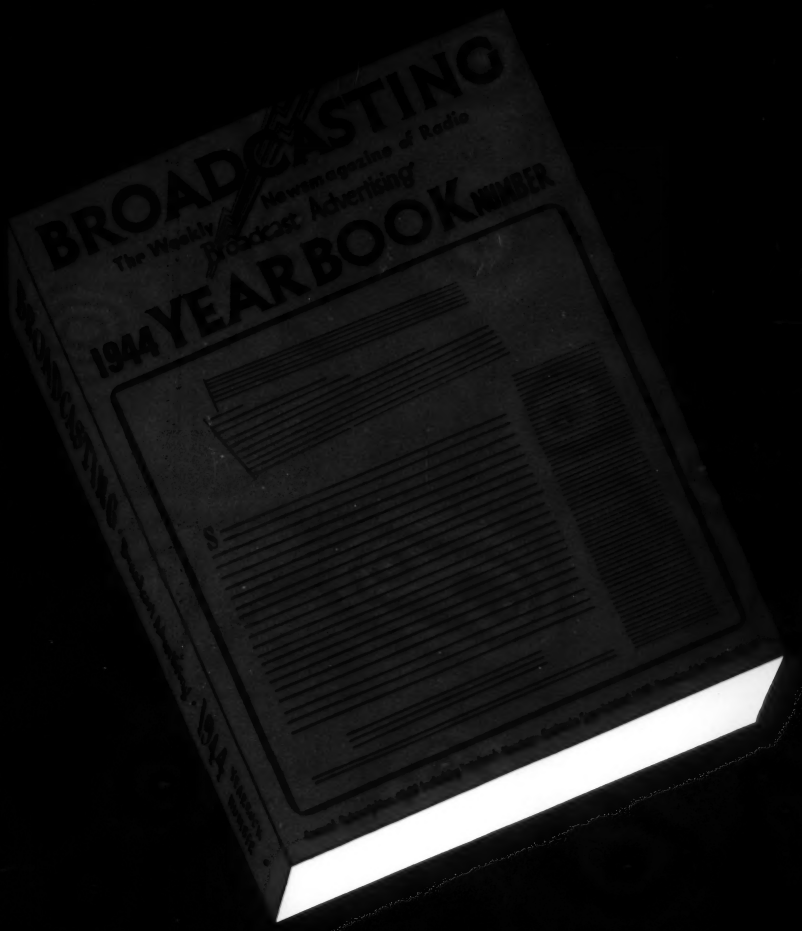
...and BIGGEST OF ALL...

3 The billion-dollar "interior" market: California's great central valleys, *plus* wealthy western Nevada...completely radio-covered *only* by The Beeline

Your nearest Raymer office has "sweet news" about the BEELINE: *new* Hooper ratings, contour maps and mail-response facts. ★ This unique group of stations is radio's surprise package, at attractive new rates.

McClatchy Broadcasting Company
Sacramento, California

ROBERT A. STREET, *National Sales Manager*
PAUL H. RAYMER CO., *National Representative*



Tenth in a Distinguished Series

Since its inception ten years ago, BROADCASTING YEARBOOK has been acclaimed by radio for its all-inclusive and authentic radio information. You're there every working day of the year through your advertisement in the 1944 YEARBOOK.

Deadline: December 1, 1943

Regular Issue Rates and Sizes Prevail

ACCUSTOMED AS WE ARE

to being chosen for locally-sponsored *programs*, WAGA is particularly proud of SIX NEW SPONSORED STRIPS, started within the past month:

DOZIER LABORATORIES
Lew Childre, 6:00-6:15 A.M.
Monday thru Saturday

TENDERFLAKE FLOUR
Lew Childre, 6:30-6:45 A.M.
Monday thru Saturday

PEOPLE'S FURNITURE STORE
People's Parade,
7:15-7:30 A.M.
Monday thru Saturday

GOLD LABEL COFFEE
Sunshine Boys,
12:45-1:00 P.M.
Monday thru Saturday

MENTHOMULSION
Lew Childre, 1:00-1:15 P.M.
Monday thru Saturday

PEPSI COLA
Lew Childre, 5:30-5:45 P.M.
Monday thru Saturday

Like we keep saying, folks who know the market best show their confidence in WAGA by buying *programs!*

WAGA
ATLANTA

A FORT INDUSTRY STATION
5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

PEERLESS LAUNDRY Co., Los Angeles, in an eight-week help wanted campaign on Oct. 25 started sponsoring a daily 25-minute recorded musical program *Peerless Music* on KFAC. Associated Adv. Agency, Los Angeles, has the account. A. F. Larson is account executive.

YOUNG'S MARKET Co., Los Angeles (chain), to promote Dr. Pepper beverage, and placing direct is sponsoring a thrice-weekly quarter-hour sports program on KMPC Beverly Hills, Cal. Contract, for 13 weeks, started Oct. 12.

BENDIX AVIATION Ltd., North Hollywood, Cal., in a help wanted campaign which started Oct. 12 for four weeks currently is using an average of five spot announcements daily on each of four stations. List includes KMPC KGFJ KFWB KIEV. Agency is The Shaw Co., Los Angeles.

McGAVIN BAKERIES Ltd., Vancouver has renewed *Dollars for Scholars* quiz program weekly on a number of western Canadian stations. Account was placed by Cockfield Brown & Co. Ltd., Vancouver.

DR. JACKSON FOODS Ltd., Toronto (Roman Meal), has started transcribed *Adventures of Jimmy Dale*, based on the Frank L. Packard mystery stories, thrice-weekly on 24 Canadian stations. Account was placed by Harry E. Foster Agencies Ltd., Toronto.

PEOPLE'S CREDIT JEWELERS Ltd., Toronto (national chain stores), has started Sunday evening musical salute to the armed services on CFRB CHML CKCO. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

JOHN STUART SALES, Toronto (distributors for Smith Bros. cough drops), have started spot announcements on 15 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

Entire Kellogg Account To Kenyon & Eckhardt

KELLOGG Co., Battle Creek, Mich., which heretofore has divided its account among various agencies, has announced that all Kellogg products will be handled by Kenyon & Eckhardt, New York, effective Dec. 1. Products named in the announcement include Bran Flakes, Pep, All Bran, Gro-Pup dog food, all currently placed by K&E, and Kellogg's Corn Flakes, Rice Krispies, Shredded Wheat and Krumbles.

In addition to various spot campaigns for specific products, Kellogg sponsors portions of the BLUE programs, *Breakfast at Sardi's* and *Breakfast Club* for All-Bran and Pep, products also promoted on the *Jack Berch* program on the Yankee network; *Kellogg News* on the BLUE for Gro-Pup, and Superman on Mutual for All-Bran.

GREAT WEST DISTRIBUTORS Ltd., Calgary (gasoline), has renewed its news commentary *This Week* twice-weekly on a number of western Canadian stations. Account was placed by Stewart-Lovick Ltd., Calgary.

MAJOR OIL Co., Philadelphia, has added news of servicemen to its morning newscasts on WIBG Philadelphia.

LAUREL BISCUIT Co. and the Gem City Ice Cream Co., Dayton, are sponsoring the weekly quarter-hour *News Column of the Air* on WHIO Dayton. O'Brien Milling Co., Greenville, Ohio is sponsoring hillbilly varieties, featuring Texas Jim Lewis, in the 7:45-8 p.m. period on Tuesdays, Wednesdays and Thursdays.

Casco Offers Bonds

CASCO Co., Canton, O., has started daily transcribed spot announcements over 12 Midwest stations for Casco Cold Tablets. Series, which is to last through the "cold season," offers $25 war bonds daily for best war slogans using the letters C-A-S-C-O. Howard Swink Adv. Agency, Marion, O., handles the account.

STROMBERG-CARLSON Co., on Oct. 27 feted at a luncheon the cast of its *Mission Accomplished* show heard over WHAM Rochester, N. Y., Wednesday evenings at 7:15.

YELLOW CAB Co., Memphis, is sponsoring two of its drivers as *Joe and Slim the Yodelin' Cabbies* on WHBQ Memphis in six quarter-hour song sessions weekly. J. Goldsmith Sons Dept. Store is sponsoring Commentator Alfred Karr in six-weekly news analyses, *Behind the War News*. Lawson-Getz Sporting Goods Co. is sponsoring a weekly sportscast by Will Carruthers, Memphis *Press-Scimitar* sports writer, who interviews sports personalities stationed at nearby military camps. *Memphis Fathers* quarter-hour weekly interviews with prominent Memphis family men, is being sponsored by Gerber's Dept. Store.

BYERS FLOUR MILLS, Camrose, Alta. (Sunny Boy cereal), has started transcribed program *Air Command* twice weekly on 15 western Canadian stations. Program has been worked out with the Royal Canadian Air Force to teach children aircraft recognition and geography. Account was placed by Stewart-Lovick Ltd., Calgary, Alta.

CANADIAN MARCONI Co., Montreal (institutional), has started twice-weekly transcribed program *War Correspondent* on a number of Canadian stations in both English and French. Account was placed by Cockfield Brown & Co. Montreal.

W. K. BUCKLEY Co. Ltd., Toronto (proprietary), has started a campaign of spot announcements, quarter-hour and half-hour transcribed programs on 50 Canadian stations. Account was placed by Walsh Adv. Co. Ltd., Toronto.

CURRIES ICE CREAM Co., Los Angeles (retail chain), new to radio on Oct. 31 started sponsoring a weekly half-hour new type quiz program *Meet Joe Public* on KNX Hollywood. Contract is for 26 weeks. Series features Art Baker as m.c. with participants chosen from the studio audience, airing views on current events. Agency is Brisacher, Davis & Van Norden, Los Angeles.

GOOD ENGINEERING

ACCURACY

The basic foundation of Every Successful Station

- **Directional Antennas**
- **Allocation Engineering**
- **Frequency Measurements**

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineers

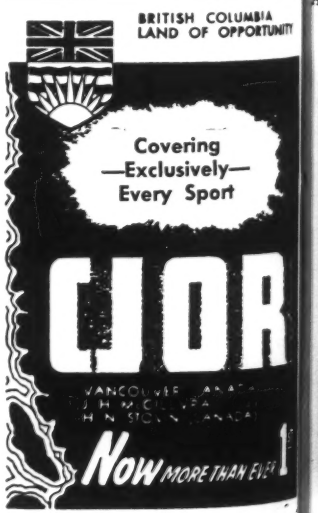
Everett L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wolfskill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY



THE *Betsy Ross* OF TODAY

★ *Betsy Ross' part in the American Revolution fight for freedom parallels Hallicrafters Radio employees' role as home-front fighters, to secure the future of this nation and world-wide Peace.*

The people of Hallicrafters Radio are making history, filling ever-increasing production quotas. Their ability to meet these quotas has won for them the honor of being the first radio manufacturer to receive the Army-Navy Production Award for the third time.

Hallicrafters Radio is proud of this Second White Star added to their Army-Navy "E" flag. We who are fighting on the home front renew our pledge to continue to better *production records in the cause of freedom.*

BUY MORE BONDS!

the hallicrafters co.

CHICAGO, U.S.A.

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF
SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

To a Submarine, a Fish's Grunt Sounds Like Enemy Propellers

WASHINGTON, Aug. 19 — United States submarines turning corners at ten fathoms or so have pulled up in surprise and wonderment at hearing such raucous sounds as "Honk, honk!—beep, beep!—G-r-rrrr!"

The men with the earphones who listen to what goes on while their craft is slithering through the briny deep often confuse these noises with the hum of enemy propellers, and signal for a quick stop. But the eerie underwater traffic noises often are caused by fish.

The Fish and Wildlife Service of the Interior Department has reported to its chief, Harold L. Ickes, that fish are noisy.

"Fish," said the Fish and Wildlife service in a formal report, "actually grunt, purr, drum, grind their teeth and make a medley of other sounds that create strong underwater vibrations even when inaudible on the surface."

The service, aided by the Navy, has made a series of recordings of fish noises which are being drummed into the ears of submarine "listeners" so that they will know the difference between an ichthyological burp and a Japanese propeller.

"The Navy experts," said the report to Mr. Ickes, "obtained their most surprising results from the toadfish, a common species of the Atlantic Coast known for its ugliness and its bad temper. Although advised by Fish and Wildlife Service biologists that the toadfish is an important sound producer, the investigators were unprepared for the volume of its voice, which they said compared in intensity with a steamboat whistle.

"Fishes capable," the report went on, "of making drumming grating or grunting noises are found both in fresh and salt water in all parts of the world. Whether fish use their voices to attract the opposite sex, as a feeding call or to express general contentment like a cat's purr is not known."

Over land and under sea, Presto Recorders have their ears glued to Sounds . . . pick them up and play them back so Sailors, Soldiers and Aviators may *know* who's there—friend or foe!

As in peace, so in war . . . if it's a noise Presto will get it—faithfully and realistically.

Presto Recording Corporation
NEW YORK 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Hearing Slated by FCC For Akron CP Request

HEARING was set by the FCC last week on the application of Buckeye Broadcasting Co., Akron, a partnership, for a construction permit for a new 250-watt station on 1240 kc, the frequency which is to be vacated by the move of WJW to Cleveland, where it will operate on 850 kc with 5,000 w. (BROADCASTING, Aug. 30). The present temporary license of WJW was extended at the same time to Nov. 16, 1943, or such earlier date as WJW goes on program tests at Cleveland.

The new Buckeye Co. consists of Charles Swaringen, Alex Teitlebaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitlebaum, John J. Laux, Louis Berkman, Joseph M. Troesch, and John L. Merdian, who operate WSTV Steubenville, O., with 250 w. on 1340 kc. It was reported last August that Buckeye had been negotiating with William M. (Bill) O'Neil for purchase of the Akron facilities, but they were dropped because of uncertainty of the status of the Akron outlet after the new WJW began operation in Cleveland.

WTBO Control Acquired By Mrs. Aurelia Becker

COINCIDENT with grant of a construction permit to WTBO Cumberland, Md., to change frequency from 820 to 1450 kc and hours of operation from limited to unlimited, the FCC last week approved acquisition of control of Associated Broadcasting Corp., licensee, by Aurelia S. Becker for $10,484, representing 50 additional shares of capital stock. The station will continue to operate on 250 w. It is understood that negotiations for a new major network affiliation are under way.

Leon E. Pamphilon, WTBO chief engineer, asked the FCC last August to approve sale of 124 shares in WTBO for $26,000, 74 shares of which were to go to C. Z. Heskett, Cumberland attorney, and 50 to Mrs. Becker. Mrs. Becker already owned 50% of WTBO. Her husband, the late Frank V. Becker, had secured FCC sanction early in 1942 for his purchase of Mr. Pamphilon's 49.6%, but his death prevented the transaction.

Renewals Granted

THE FCC last week adopted orders granting renewal of the licenses of WMIS Natchez, Miss., and WGRM Greenwood, Miss., for the regular period. Proposed findings resulting from consolidated hearings, which also included WDSU New Orleans, begun in 1932 on applications for license renewals, cited technical violations of FCC engineering regulations. The Commission concluded that if during the six-month period of the temporary licensees "no violations of the rules and regulations of the Commission are disclosed, that licenses on a regular basis should then be issued to them."

CARL POST Associates, New York, successor to Davis-Lieber, publicity firm, has opened offices at 307 East 44th St., New York. Telephone number is Murray Hill 4-4800.

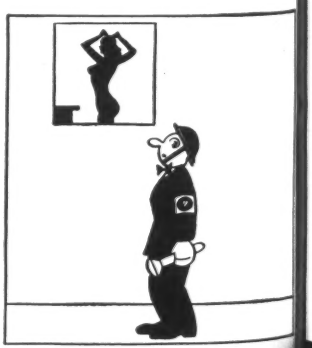
WORDS IN THE WAR news— dictionary of newsworthy place names, people, musical terms and other announcing stumbling blocks is the new NBC Handbook of Pronunciation, compiled by James F. Bender. Perusing the WGKV Charleston, W. Va. copy for Shahastl — Schastlza— (see Handbook) are announcers Gil Canfield, Phil Vogel and John MacLean, in the usual order. Easy to follow.

KFMB Sale Okayed

SALE OF KFMB San Diego for $95,000 by First National Trust & Savings Bank of San Diego to Jack O. Gross, general manager of KFMB, and O. L. (Ted) Taylor, president and general manager of KGNC Amarillo, Tex., and president of the Taylor-Howe-Snowden group, was approved last week by the FCC. The Trust company with FCC approval had accepted voluntary control of the Worcester Broadcasting Co., licensee, last July in order to facilitate sale of the station following the death of Warren B. Worcester, the owner [BROADCASTING, July 19, Aug. 23, 1943].

Gillette Buys Bowl

FOR THE FIFTH year, Gillette Safety Razor Corp., Boston, will sponsor a network broadcast of the New Year's Day Sugar Bowl game, having arranged with CBS for exclusive coverage. With commercials promoting Gillette Blades and Shaving Cream, the broadcast will begin at 3:45 p.m., continuing until game's end. Announcers have not been designated last week. Maxon Inc., New York, handles the account.



"Let me see, what did WFI Flint Michigan say about emergency?"

FINE PROGRAMMES FROM SIX NETWORKS

● Canadian radio listeners are in a most favoured position. Choice features of six great broadcasting systems are right at their fingertips—on the networks of the Canadian Broadcasting Corporation.

Canada, Great Britain and all four leading networks of the United States . . . these are the channels from which the CBC selects top-ranking sustaining and commercial programmes, blending them into a balanced schedule that attracts Canadian listeners from coast to coast *and keeps them listening.*

Ninety-four per cent of Canada's radio homes hear these broadcasts over the networks of the CBC. Without changing their radio dials, Canadians enjoy a carefully planned schedule of leading comedy, sporting and variety programmes as well as news, educational and cultural features.

Such a diversified fare means large and consistent audiences —a fact proven by the high listener ratings of CBC network programmes.

CANADIAN BROADCASTING CORPORATION

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who in National Advertising" List on request
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Death of Bankhead Newspaper Subsidy In the Senate Is Predicted by Danaher

PREDICTIONS that the Bankhead newspaper subsidy bill (S-1457) will be defeated on the Senate floor were heard around the Senate side of Capitol Hill Friday after the Banking & Currency Committee voted out the measure, 11 to 5.

Since no provision was made for Government-paid War Bond advertising by radio and other media except newspapers, opponents were girding to kill the measure. Introduced Oct. 18 [BROADCASTING, Oct. 25] by Senator Bankhead (D-Ala.) as a substitute for one he introduced early in the year, the bill was reported out after four days' hearings, with some minor amendments.

The amended measure provides that beginning with the fiscal year ending June 30, 1944, the Treasury shall purchase between 25 and 30 million dollars in newspaper space to advertise "the sale of bonds, notes and other obligations of the United States". One amendment deleted the words "not less than" and substituted "one-half of the total amount made available . . . shall be expended for the purchase of such advertising space in daily, weekly, semiweekly and triweekly newspapers published in cities, towns, villages and communities of 10,000 population or less, and one-half" for newspaper advertising in cities of more than 10,000 population.

Likely to Die

Another amendment is: "In the distribution of such advertisements, the same space shall be offered all newspapers to be paid for at the prevailing published rate for the respective newspapers."

Sen. Danaher (R-Conn.), who proposed an amendment to provide for deduction from income taxes of money spent for War Bond advertising under terms of the bill, expressed the opinion that the measure would die in the Senate. During hearings Senator Danaher indicated his interest in radio by asking each newspaper witness if he thought all media should be included.

Voting to report out the bill were Senators Bankhead; Wagner, N. Y., committee chairman; Glass, Va. (who voted by proxy); Radcliffe, Md.; D. Worth Clark, Ida.; Downey, Utah; Maybank, S. C.; Scrugham, Nev.; McClellan, Ark., Democrats, and Tobey, N. H., Republican.

Opposing it were Senators Ball, Minn.; Taft, O.; Thomas, Ida.; Butler, Neb.; Buck, Dela., Republicans. Senator Danaher was not present.

Reports that large newspapers were silent at the hearings brought from Cranston Williams, general manager of the American Newspaper Publishers Assn., New York, a vigorous denial. Mr. Williams referred to a letter written Oct. 16 by Linwood I. Noyes, ANPA president, to Chairman Wagner of the Senate committee, which quoted a resolution adopted by the ANPA opposing the bill as a subsidy.

Of radio Senator Bankhead said:

"I'm not in favor of giving any advertising to big radio corporations. They're making enough money." With reference to small stations which, he was told, face the same problems as small newspapers the Senator asserted:

"If the radio stations want to get paid let them sponsor a bill. I think it would pass. I'd vote for it but this bill was strictly for newspapers."

Shouse for Subsidy

ALTHOUGH the NAB has opposed the Bankhead Bill but favored inclusion of radio should it pass, James D. Shouse, vice-president of the Crosley Corp., Cincinnati, in charge of broadcasting, wired Chairman Wagner that WLW-WSAI "have no desire whatever to join in any opposition to its passage. We believe our industry is erring greatly in asking for a similar subsidy because our problems are not the problems of the smaller newspaper. A Government subsidized radio can be a very dangerous thing because we are already direct licensees of the Government as distinguished from a subsidy granted to a non-Government license newspaper."

EVEN STEPHEN

Little Editor Gets Break In KLZ 'Column'

HARMONY does not always exist between the radio and the press, but an exception to the usual order seems to be KLZ Denver. The station has a sustaining program *Colorado Speaks* featuring a roundup of Colorado newspapers' editorial opinion on items of current interest. As a reaction to the program, KLZ recently received a letter from one of the editors of a small Colorado newspaper.

The editor, F. L. Behymer, of *The Farmer and Miner*, mentioned some reasons why he enjoyed the program. The paper is getting more subscribers, he said, and many business men "realize that if we are good enough to 'make' your program, we are certainly a good place to carry their messages . . So our advertising columns show a neat increase over last year." He further wrote that the program is giving an "equal footing" to both the "little fellow" and the editors of the larger papers.

Sarnoff Sees FDR

DAVID SARNOFF, RCA president, was one of seven business and industrial leaders summoned to the White House last Wednesday for the first of a series of conferences with President Roosevelt on participation in the war effort. Others included: K. C. Crawford, NAM president; K. T. Norris, president, Norris Stamping Co., Chicago; Eric Johnston, U. S. Chamber of Commerce head; Benjamin F. Fairless, U. S. Steel Corp. president; Richard R. Dupree, Procter & Gamble president, Cincinnati; George H Mead, president, Mead Corp., Dayton, O.

Goodyear on Full CBS

GOODYEAR TIRE & RUBBER Co., Akron (shoe product division) will carry an elaborate half-hour Saturday hillbilly show on the full CBS network. Program will be heard at 11-11:30 a.m., starting Nov. 13 with Ralph Dumke as m.c. and Carson Robison as featured soloist Other talent will include Frank Novak's orchestra. Commercials will promote rubber heels and soles. John Roche of N. W. Ayer & Son, New York, agency servicing the account, will direct. Goodyear also sponsors *Salute to Youth*, institutional program on NBC Tuesdays, 7:30-8 p.m., through Arthur Kudner Inc., New York.

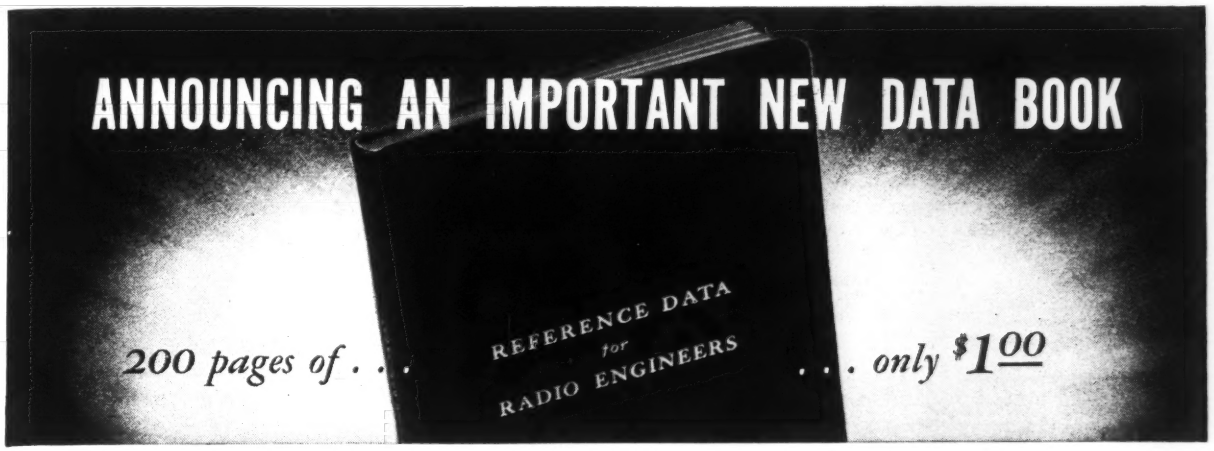
Market Handbook

A 260-PAGE statistical manual for marketing executives using radio came off the press last week in the form of *The Radio Market Data Handbook*, published by the NAB. It was compiled under the direction of the association's research committee. One copy of the handbook is being sent to each member station and each associate member organization. Extra copies are available at $1.50 each. In view of the fact that many advance orders have been received it is suggested that additional copies be ordered early to insure delivery.

PERSONAL experiences of an English broadcaster during the last days of Singapore are described by Gilbert Playfair, in *Singapore Goes Off the Air* [E. P. Dutton & Co., New York].

Where the West really is
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

ANNOUNCING AN IMPORTANT NEW DATA BOOK



200 pages of . . . *. . . only* $1.00

Appreciating the present special need for radio reference data in compact, convenient form, the Federal Telephone and Radio Corporation presents *"Reference Data for Radio Engineers"* as an aid to radio research, development, production and operation.

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Toscanini Series

FIRST of the 12 consecutive concerts by the NBC Symphony Orchestra under the direction of Arturo Toscanini was broadcast on the full NBC network on Oct. 31, 5-6 p.m., while the series of 12 programs under the baton of Leopold Stokowski will begin Dec. 12. The concerts are sponsored by General Motors Corp., Detroit, account handled by Arthur Kudner Inc., New York.

Baxters Are Back

PROBLEMS of the typical American household, as dramatized on the weekly series *The Baxters*, will be heard again on NBC, Saturdays, 1:30-1:45 p.m., in cooperation with the National Congress of Parents and Teachers. Featured will be the "The Voice of the PTA" interpreted by Mrs. Eva Grant, editor of *National Parent and Teacher*.

Senate Hearings Open Wednesday

(*Continued from page 7*)

would mean that permanent legislation, affecting the entire Communications act, would be postponed perhaps until after the war or when radio's post-war aspects are crystallized. In some quarters it is felt that overall legislation now might be premature, particularly in view of technical developments now held a military secret.

Sen. Wallace H. White (R-Me.), who introduced the bill with Senator Wheeler, is expected to play an important part in the hearings and in shaping future communications legislation.

"My bill doesn't propose to rewrite the Communications Act, but rather to offer remedial legislation to clear up a few points which now seem vague," said Senator White, who is the outstanding authority on radio in Congress. "I believe Congress should define the powers of the FCC to make rules that might be contrary to the law," he added.

Ranking minority member of the Interstate Commerce Committee, Senator White is the co-author of the original Radio Act of 1927. He has served as U. S. delegate at several important international conferences of communications since 1924.

Also on the committee is Senator Chan Gurney (R-S.D.), former operator of WNAX Yankton, S. D. Other committee members, who will be called upon to decide whether new communications legislation is necessary are:

Senators Lister Hill, Ala.; Edwin C. Johnson, Colo.; Ellison D. Smith, South Carolina; Homer T. Bone, Wash.; James M. Tunnell, Dela.; Alben W. Barkley, Floor Leader, Ky.; Robert F. Wagner, New York; Harry S. Truman, Mo.; D. Worth Clark, Ida.; Tom Stewart, Tenn., and Ernest W. McFarland, Ariz., Democrats; Clyde M. Reed, Kans.; Henrik Shipstead, Minn.; Warren R. Austin, Vt.; Charles W. Tobey, N. H.; C. Weyland Brooks, Ill.; Albert W. Hawkes, N. J.; E. H. Moore, Okla., Republicans

Aside from announcing that Chairman Fly would be the first witness, Senator Wheeler has not disclosed what plans he has in mind for further witnesses, other than to say that the radio industry would present its own case.

Both NBC and CBS have informally requested time before the committee to offer testimony in behalf of the respective networks. Since Niles Trammell, NBC president, is abroad and William S. Paley, CBS president, is on call for overseas duty as a special consultant for the OWI, it is likely that the acting heads of the two networks, Frank Mullen, vice-president and general manager of NBC, and Paul W. Kesten, executive vice-president of CBS, probably will be the main witnesses for those networks. BLUE and MBS also are expected to present testimony through Presidents Mark Woods and Miller McClintock, respectively. Witnesses for other groups which have filed appearances have not yet been publicly announced. Likewise, the purpose and scope of the testimony presumably will depend somewhat upon the position of the FCC.

GAMING FOR BUSINESS in the wilds near Spencer, Iowa, are these intrepid hunters, who claimed a nice bag of ducks. Press Assn. news editor Mitchell Curtis (1), and central division manager of Press Assn. Robert F. Hurleigh (r) inveigled Larry Andrews, manager of KICD Spencer, to take them duck hunting.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today!*

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

TIE UP THE MONTANA MARKET

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA · MONTANA

Supplementary Funds Sought To Continue FCC Investigation

AN ADDITIONAL $60,000, supplementing the $60,000 originally authorized for the House Select Committee investigation of the FCC will be asked possibly this week of the House Committee on Accounts, Chairman Clarence F. Lea (D-Cal.) of the Select Committee announced last Wednesday. He expressed hope that the new amount, making $120,000 for the probe, would be "sufficient to see the investigation through".

At the same time he said no decision had been made with reference to chief legal counsel, but indicated that the committee would take no action at the moment. He did say, however, that he would call a committee meeting this week to discuss future procedure and possibly legal counsel.

Meanwhile rumors were heard last week that Eugene L. Garey had resigned as chief counsel or would resign shortly. Mr. Garey denied, however, that he plans to tender his resignation.

Summary of Committee

"I feel as Mark Twain felt about reports of his death—it's grossly exaggerated," said Mr. Garey. His staff has been occupied the last several days in preparing a summary of the investigation to date for the benefit of the committee.

"When we get that summary," said Chairman Lea, "the committee will be able to determine what steps are to be taken. Of course we want to give the FCC an opportunity to answer all charges and to present its case. Our job is to gather testimony from both sides and then determine whether the FCC has administered communications according to the law."

Again the chairman asserted the findings of the investigation would enable the Interstate & Foreign Commerce subcommittee on communications to determine whether new legislation is needed. He said hearings on the Holmes bill to revamp the Communications Act of 1934 likely would not be held until after the investigation is complete and a full report is submitted to the committee.

Appropos the reported resignation of Mr. Garey, several committee members felt such a step would delay the hearings. It was learned that three of the five committee members have gone on record as opposed to any change, while the other two feel that if Mr. Garey remains the committee will be "tinged" with "Coxism". Administration forces, it is charged, have been exerting considerable pressure to oust Mr. Garey.

It was learned reliably that the FCC last week wrote Chairman Lea, protesting against Mr. Garey's address before the Radio Executives Club of New York Oct. 20 [BROADCASTING, Oct. 25]. Although Mr. Lea declined to comment, it was reported that the FCC didn't like that portion of Mr. Garey's speech in which he called upon broadcasters to cooperate in the investigation.

The Commission had a stenographer present at the REC meeting, taking down Mr. Garey's address, which he made extemporaneously. It was understood Chairman James Lawrence Fly objected to Mr. Garey's statement that the investigation had been accomplished so far "more by legal dentistry than by cooperation" on the part of broadcasters.

Furthermore, the FCC is said to have asked permission of Mr. Lea to determine what testimony thus far taken in the probe should be admitted to the record and made public, and that the FCC legal counsel be permitted to determine for the committee what future evidence should be considered. To that charge Chairman Lea declared:

"The committee will decide what testimony is to be received. I understand all the testimony taken under the chairmanship of Mr. Cox has been received by the committee. Our future procedure was outlined in my statement last week. No testimony taken without the presence of a committee member at all times will be admitted to the record." He referred to his statement of policy and procedure [BROADCASTING, Oct. 25].

Friction between committee members, particularly over procedure and legal counsel, has been ironed out, according to Chairman Lea. Reps. Miller (R-Mo.), Wigglesworth (R-Mass.) and Hart (D-N. J.) are understood to be in favor of keeping Mr. Garey on the ground that he began the probe and is thoroughly familiar with what steps should be taken.

Although Rep. Magnuson (D-Wash.) reportedly has lined up with Chairman Lea, he said:

"I don't believe it would be wise, at this time, to make a change because Mr. Garey has some uncompleted work to do. If he wants to resign we couldn't do anything but accept his resignation."

SPONSORS SPEAK LOUDER THAN WORDS

WOV NEW YORK

A 50,000 watt audience at a 250 watt rate

..but don't take our word for it-Look at the record!

C.E. HOOPER • for July-August

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	34.5	20.3	35.8	8.3

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION

= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

This fall WOAI is carrying 99 hours and 20 minutes of commercial programs PER WEEK on its schedule —the most comprehensive list of advertising campaigns ever booked on any radio station in Central and South Texas!

More than two 48-hr. weeks in ONE spent working for advertisers who are eager to cultivate this prosperous market.

That's why WOAI sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS – – – – – – – – CLEAR CHANNEL

AFFILIATE NBC – – – – – – – – MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

XUM

The TEXAS RANGERS now
Selling Cold Tablets on
WWL
New Orleans
...also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Durr Attack on Advertising Seen in His Free World Speech

Asks International Air Freedom; Questions Culture As By-product of Ad Business

A VEILED attack upon radio advertising, premised upon the theory that spread of culture and ideas are or may become "merely a by-product of the advertising business" was loosed last Friday, by Commissioner C. J. Durr of the FCC in an address before the Third Free World Congress in New York.

International Freedom

Participating in a "Freedom of Speech Panel", Commissioner Durr stoutly supported previously expressed opinions of FCC Chairman James Lawrence Fly on restrictions on sale of time for discussion of controversial issues on the air, without, however, mentioning the chairman by name. His views, however, appeared to go beyond those heretofore expressed.

Mr. Durr alluded to the problem of freedom of the air as not limited to domestic broadcasting but also to "what we shall say to or hear from the people from other nations." He discussed international broadcasting after the war and posed the question whether it should be government or privately operated or whether government and private stations should be operated side by side.

Calling the four nationwide networks the 'big business" of the radio industry, Mr. Durr said they hold an "economic life and death" power in their hands and are in a strong position to "influence, if not control the program policies of their affiliated stations." Referring to the network monopoly regulations upheld last May by the Supreme Court, Mr. Durr said that having lost that fight the networks are now raising the cry that the Supreme Court itself is "trying to suppress freedom of speech and the appeal to Congress has been renewed".

Backs CIO Position

Defending the position taken by CIO in the BLUE Network transfer hearings last month, Mr. Durr employed the testimony of Mark Woods, BLUE Network president, in an effort to show that the industry policy was to exclude labor organizations, cooperatives and others, without goods or services to sell, from paid commercial time. He belabored this testimony at length and attacked the NAB Code of Ethics, inferring that the radio advertisers indirectly control station policies in connection with union problems and consumer cooperatives.

Mr. Durr commended the BLUE Network's new owner, Edward J. Noble, for his pledge to the Commission that he would consider all requests for time strictly on their individual merits and without arbitrary discriminations. Declaring this should result in a real contribution to a freer discussion of public issues he said it is to be hoped that his lead "will be promptly followed by the independent stations as well as by other networks".

Deprecating the free time policy for discussion of public issues, Mr. Durr raised the question of the availability of a sufficient amount of such time. Stating that radio has long passed the trial period as an advertising medium, and that the demand for time is increasing, he cited the spectacular rise of the BLUE but pointed out that time sales of other networks have not been as high since the BLUE has in the past been at a "commercial disadvantage because of its affiliation wth NBC". There is no reason to believe, he added, that the trend toward less and less open time will be reversed after the war, when large advertisers will have specific goods to sell rather than mere good will.

Effect on Civilization

"Even if we asume that broadcasters and their sponsors are concerned only with the sale of goods and not the dissemination of any ideas of their own", Mr. Durr continued, "what does the present trend of radio promise for the future in the way of a positive service in the public interest? We have made our decision that the greatest safety lies in having our radio outlets privately operated. They must rely upon advertising for the money with which to operate. But what will our civilization be like if the culture and ideas which we receive from radio are merely a by-product of the advertising business?"

Delving into the international realm, Mr. Durr said that before the war, international broadcasting from this country was in private hands, but the stations were few and there was "not enough advertising to sustain them". Since the war, he reported, they have become "under government operation and the number of stations has been markedly increased". He posed the questions as to what policy would prevail after the war—whether they should be private

Switch in Time

PROMPT action on the part of the Atlantic Refining Co. in arranging a broadcast over WOR New York last Saturday of the Army-Penn football game lifted a cloud which had hung over West Point when the Cadets learned they were not going to Philadelphia to see the game and that no broadcast of the contest could be heard at the Academy. With cooperation of Princeton, Atlantic secured permission to switch the Army-Penn game to WOR in place of the Princeton-Brown game, which Atlantic had scheduled earlier in the year. As the latter game started later than the Army-Penn contest, Princeton and Brown fans were still able to hear the conclusion of that game.

The Radio Executives' Club of New York Presents . . . . .

PAUL W. KESTEN,

Executive Vice-President of the Columbia Broadcasting System

. . . . and a notable array of distinguished guests.

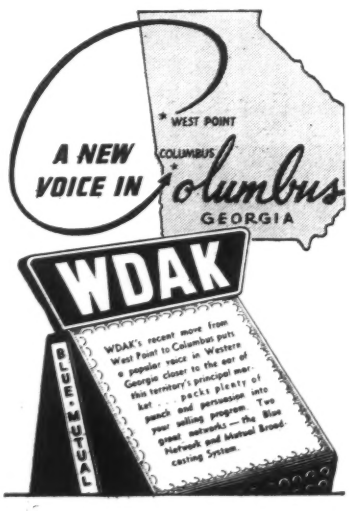
Mr. Kesten's subject: "RADIO'S RESPONSIBILITIES", an illuminating discussion of a most important issue confronting the broadcasting industry and affecting the entire listening public in America today.

Thursday, November 4th

Gothic Room,
HOTEL SHELTON

Luncheon . . . . Members: $2.00
Non-members: $2.50

Table service starts at 12:30 sharp.


A NEW VOICE IN
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System.
BLUE • MUTUAL

ions alone or a dual system Government alone. Whatever alternative, he contended that eners abroad are "entitled to ive a fair presentation of the s and a well-rounded discussion the public questions in which may be interested.

Editorializing Discussed

"Can there be any freedom of cussion on a world-wide basis less the other nations grant the e freedom to their citizens?" Durr asked. "And, finally, can afford to let democracy's story ain untold or be misrepresented the people of any nation merely ause it is unprofitable from a siness standpoint, to operate the cilities with which to tell that ry?"

Mr. Durr also drew in the inionated news" controversy cipitated by the recent CBS licy ruling, but expressed the w that the issue would be ade ately aired, since the commenta rs themselves have taken up the gels. He said "CBS should be mmended for making its facil ies available for the discussion of own policies".

On that score, he concluded:

"The question which immediately rises, however, is, even if the mination of all editorializing is sirable, is it possible? Editorial ing exists in the mere decision as what is or what is not news worthy and the emphasis placed on e item of news as against an her. For example, the *Washing n Evening Star*, which also hap ens to own Radio Station WMAL, shington outlet for the Blue twork, didn't bother to write an itorial in defense of Blue's poli ies as outlined in the testimony of e official I have been referring . It was much simpler not to ention the testimony in its news lumns."

GILBERT McCELLAND, formerly the advertising and promotion department at NBC Chicago, is slated to take charge of a similar department at MBS Chicago, effective Nov. 1. For three years McClelland has been assistant to Emmons C. Carlson of NBC, and previously served in the network's publicity office in Chicago.

WSLI
JACKSON
MISSISSIPPI
MARKET STATISTICS
May we send you a copy of our new "Double-Return" market statistics of Jackson—Mississippi's 130-million dollar metropolitan market? Remember—WSLI offers you effective coverage of this market—at less cost.
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

HARVESTING THE FRUITS of her labor, Mrs. Nell Turrentine of Nashville receives WLAC's "Sweepstakes Award" for the best canned foods displayed at the Nashville station's Victory Harvest Show. Tom Williams, The Old Dirt Dobber, of the CBS Saturday morning program, presents the cup and F. C. Sowell, WLAC general manager beams his approval.

MURRAY ALLEGES ANTI-LABOR BIAS

ALLEGATIONS of "misrepresentation and anti-labor bias in press and radio" were made by Philip Murray, President of the CIO, in his report to the Sixth Constitutional Convention of that organization in Philadelphia released today (Nov. 1).

The CIO head charged that both press and radio have given "a very lopsided picture of the relative contributions of labor and industry to the war effort. He said full page advertisements and radio programs constantly relate the war achievements of the corporations without giving credit to the unions and the organized workers "who made their production records possible".

Labor, he said, finds it difficult to advertise because it is financially unable to compete with "big business" and because it is "actually barred from buying radio time for such purposes".

Mr. Murray also cited at length the radio restrictions against labor, mentioning the discriminations and restrictions, which CIO expressed last month at public hearings on the BLUE network transfer. In this respect his remarks coincided with the views advanced in public addresses by both FCC Chairman James Lawrence Fly and Commissioner C. J. Durr. [See Durr speech reported on this page.]

A defense of the FCC position in connection with the House Select Committee's inquiry, and the factors involved in the resignation of Rep. Cox (D-Ga.) was voiced by the CIO president in his report. He asserted that the tactics pursued by the Cox Committee since its establishment evoked widespread opposition and that "this compelled Mr. Cox to resign as Chairman of the Committee".

Video Application

DON LEE Broadcasting System, San Francisco, last week applied to the FCC for a construction permit for a new commercial television broadcast station on 50,000-56,000 kc, in San Francisco. Don Lee now operates KTSL, a commercial television station in Hollywood, and W6XAO, experimental television station in Los Angeles.

RALPH CAMARGO, formerly an announcer of the BLUE Chicago, has resigned to free lance in acting.

HOUSE LABEL PROBE WILL BE CONTINUED

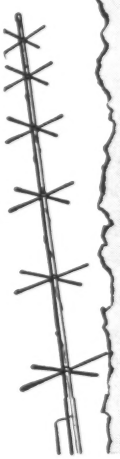
VIGILANCE and continued action by the House subcommittee appointed to investigate restrictions on brand names was indicated by a hearing report which the committee published last week. The committee takes the position that the evidence showed OPA had attempted to impose grade labeling requirements for purposes of economic experimentation, calculated to destroy brand names and trademarks.

Trade Linked to Price

OPA's subsequent moves to comply with Congress' prohibition of grade labeling (in the Taft amendment to the OPA act, passed last spring) are acknowledged and commended, but (with respect to canned foods) attention is directed to a "difference of opinion as to the scope of the Taft amendment." The OPA Administator's position is taken to be "that he can make mandatory use of the voluntary Agricultural Marketing Administration grades or any other grading system if he determines that 'no practical alternative exists'. On this basis he has continued the requirement that maximum prices be based on grades . . ."

The report concludes that "while the hearings are to be continued," such a convincing case has been made against mandatory Federal grading and grade labeling that Government agencies are urged to refrain from further experimentation in this field until the committee submits its final report and recommendations.

TOMORROW
will be the day of
FM and
LINGO



•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

WORDS ARE CHEAP

That doesn't mean they're not effective. Used intelligently, words are weapons of amazing strength and force. Give them a fair chance—employ them where they'll have the greatest effect, where they'll touch the largest possible number of people.

By radio, your use of words has the greatest advantage—your message reaches thousands of listeners, each one a potential customer. Over the air, words are cheapest and, at the same time, *most* effective.

CFRB reaches the largest share of homes in Canada's richest market. Half the leading sponsored programmes in a key area, fed by three stations, are broadcast over CFRB. Add your name to the list of satisfied clients.

CFRB
TORONTO 860 KC

XUM

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BULL'S-EYE!
You supply the advertising. We'll give you the country's richest trading area—and the station to do the job! It's a bull's-eye, when you use WDRC in the Hartford Market! Basic CBS, Hartford.
CONNECT IN CONNECTICUT!

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

Text of FCC Letter to CBS

(Continued from page 9)

in connection with occasional sponsored programs of special events (such as World Series broadcasts) during periods of not more than two weeks each, the station need not in any week broadcast network sponsored programs totaling more than 50 'converted hours' (as defined below, but for this purpose computed during the entire term of this agreement on the basis of the differences in rates at different hours specified in Columbia's Rate Card No. 23). The station may require Columbia to give not less than 28 days' prior notice of the commencement of sponsored programs for new accounts."

Attached to the contracts in question are riders or "schedules" containing certain "saving clauses". No question is raised at this time concerning these "saving clauses" with respect to contracts effective prior to the effective date of the Regulations, since the Commission desired to achieve a transition to operation under the Regulations with minimum delay and without requiring a redrafting of all existing network affiliation contracts.

However, the entering into of new contracts containing the very clauses which the Commission has found not to be in the public interest raises a very serious question under the Chain Broadcasting Regulations, even though the objectionable clauses may be limited by other clauses in a schedule attached to the contract. Such contracts would appear to hinder, if not to prevent, a station from exercising the degree of freedom specified in the Chain Broadcasting Regulations.

Rule 3.104 Cited

In addition to the above, your attention is called to that portion of regulation 3.104 which provides:

"No license shall be granted to a standard broadcast station which options for network programs * * * more time than a total of three hours within each of the four segments of the broadcast day, as herein described * * *."

Under date of June 7, 1943, the Columbia Broadcasting System Inc., addressed a circular letter to its affiliates, a copy of which was supplied to the Commission in response to a Commission request dated Sept. 3, 1943. It appears that this letter sets up a time schedule which does not comply with the requirements of Regulation 3.104. With respect to the afternoon segment, it specifies 4½ hours rather than the 3 hours specified in the Regulations and with respect to the evening segment, it specifies 4¼ hours rather than the three hours specified in Regulation 3.104.

In the CBS letter dated June 7, 1943, the time schedule in question is described as "certain time periods is which we would make no effort to resell the time once present advertisers give it up, and thus give a green light, from our standpoint, to future guaranteed spot or local sales in these periods." The time periods in question are further described as: "the times in which you are perfectly safe in making future sales on a guaranteed basis, after the time has opened up * * *." The letter further emphasizes the desirability of the station "retaining the freedom to move local and sponsored accounts in order to accommodate network business in times other than those listed above * * *." It is thus clear that the time schedule specified in the CBS letter of June 7, 1943, is in fact an option time schedule.

At least some CBS affiliates appear specifically by letter to have accepted the time schedule set forth in the letter of June 7, 1943, thus entering into an express agreement or understanding with the Columbia Broadcasting System which violates Regulation 3.104. Thus the Orlando Broadcasting Co. Inc., licensee of Station WDBO, wrote to CBS on June 10, 1943:

"The periods of safety time for future sales on a guaranteed basis are excellent and will, of course, carefully and exactly be observed by us."

Miami Letter

The Miami Broadcasting Co., licensee of WQAM, similarly wrote:

"We here at WQAM are completely in accord with the ideas as expressed, and we want you to know that Columbia can continue to have the same 100% cooperation that we hope we have been able to extend to you in the past. The time clearance as shown in the letter I think will serve our needs very adequately and it should certainly facilitate the handling of certain local accounts without confusion in the future."

It furthers appears that a large number of CBS affiliates may have in fact agreed to sell time to others on a guaranteed basis only during the periods set forth in the CBS letter of June 7 and have refused to sell time on a guaranteed basis during other periods, thus evidencing their compliance with the arrangement or understanding set forth in the CBS letter.

Your comments concerning how the written contracts which contain clauses in violation of Regulations 3.101, 3.102, and 3.104, and concerning the agreement or understanding express or implied, in violation of Regulation 3,104, are invited at an early date, in order that they may be considered in connection with applications for the renewals of licenses of stations having such contracts or such arrangements or understandings with the Columbia Broadcasting System.

CBS LETTER OF JUNE 8

FOLLOWING is the full text of the letter of June 8 sent to all CBS affiliates by Herbert V. Akerberg, CBS vice-president in charge of station relations, which the FCC, in its citation of purported violations of the network regulations against CBS last Tuesday, held was in contravention of the option-time requirements of the regulations:

Enclosed you will find the statement we issued today to advertisers and advertising agencies, as per my telegram to you.

You will note that it is addressed both to time buyers and to the presidents and general managers of advertising agencies and advertisers. The reason for this will be apparent as you read it, especially some of the marked sections, because you will see that we are putting it up squarely to the big advertisers to take the same point of view that our stations have expressed—that is, one of farsighted cooperation instead of shortsighted opportunism.

You will see on the front cover that we tell the advertiser we are going to talk frankly. I think you will agree after you have read it that we have been completely frank, and that this is the only way to clear up the atmosphere.

Care in Sale of Time

I don't mean by this that there are any visible danger signals. In fact just the opposite among all the advertisers we have talked to who really understand the rules. But there are a lot of people in advertisers' organizations and in agency organizations who are just catching up with the rules now, and are asking the sort of questions that we answer honestly in this statement.

We would certainly be kidding ourselves if we did not recognize that the advertisers as a group, and the stations as a group, have it in their power if they are blind to their own interests, to make mincemeat out of this medium.

As I believe all of us in radio understand by now, the nub of the whole question of how well we can operate under the rules is how carefully stations handle their sale of local and spot time. As the Chairman has repeatedly stated in effect, the rules are intended to give stations complete freedom of choice on a lot of things, but put them under no compulsion on most of these things. One of these things is how much time, and what time, a station sells on a national, spot or local basis without a recapture clause.

Practically every CBS station I have talked to, and this certainly goes for the CBS Advisory Board, has told us they want to maintain the strongest possible schedule of CBS commercial programs. They know that if we were ever whittled down to anything like the three hours of so-called "option time" in each segment, we would have to stop rendering anything like a first-class CBS network service. And moreover we wouldn't be giving most of our stations (the smaller ones) enough actual network sales for their own economic needs.

We realize, of course, that every station that enjoys any spot or local business is going to be under terrific pressure, from now on, to make a lot of these sales on a guaranteed basis. The pressure will come from the advertiser, from the agency, and from some of the station representatives.

But unless our affiliates generally have control of this situation for themselves and resist that pressure, except in time periods where they definitely do not want network business, we will gradually fade time outside the so-called option hours blocked from clearance in a crazy-quilt pattern—a dozen stations blocked in one time period, a dozen in another, etc., and the whole structure will be destroyed.

Guaranteed Basis

By this I do not in any way mean that we expect CBS affiliates to refuse all non-sales on a guaranteed basis. In fact we discussed this with our Advisory Board at the last meeting, and said that we intended to set up certain time periods in which we would make no effort to resell the time once present advertisers give it up, and thus give a green light, from our standpoint,

Miss Ardeanne Heiskell
Strauchen & McKim
Cincinnati, Ohio
Dear Ardeanne—
There's just no doubt about it, Ardeanne, that when a message goes on over WCHS it has a telling effect upon our listeners. A good example came to our attention during the recent CBS Kate Smith War Bond Pledge Day. E. L. Kuhn, a local Charleston man, had just returned from a visit to Ashford General Hospital in White Sulphur Springs, W. Va. After seeing our soldiers there and what they had given, and then hearing Kate Smith's strong appeal over this station, Mr. Kuhn was convinced it was a small thing to invest Uncle Sam his money. He sold his real estate holdings, then turned both this real estate money along with his bank book over to one of the local War Bond Committee Chairmen and said, "Please invest every bit of this for me in War Bonds." It's congratulations to Patriot Kuhn and the thousands and thousands of others who are induced to buy War Bonds through hard hitting impacts delivered over this station.

Regards
Yrs.
Algy

WCHS
Charleston, W. Va.

...int, to future guaranteed spot or local ...les in these periods. J
These time periods, in which we propose to "give up" any effort to make future sales once they fall open, total a minimum of three hours a day between 8 a.m. and 6 p.m., and conform in general with the plans we discussed with our Advisory Board for a voluntary schedule of exempt time, before the Supreme Court decision came down.

You will appreciate the fact that any such "voluntary schedule", has to reflect the varying needs and wishes of both large and small stations in all four time zones, and that these periods have to move across the country in such a way as not to block unduly coast-to-coast network business in adjoining time.

On this basis, the times in which you are perfectly safe in making future sales on a guaranteed basis, after the time has opened up, without thereby blocking network business which most stations want, are as follows in terms of yuor current local time (the same at present as current New York time).

8:00 a.m. to 9:45 a.m.
12:45 p.m. to 1:00 p.m.
3:00 p.m. to 3:30 p.m.
6:00 p.m. to 6:45 p.m.
All periods after 11:00 p.m.

Because all of these time periods are based on coast-to-coast scheduling, current New York time will govern in the event of any changes in the relation between your local time and New York time.

I have emphasized in this letter the desirability of your retaining the freedom to move local and spot accounts in order to accommodate network business in times other than those listed abve, because I know that you will want to take the necessary minimum steps to keep a strong and worthwhile network service. Please note especially in this connection what I have underscored in Question 2 and Question 6 in the printed statement.

I hope the various things which I have marked don't detract your attention from everything else in the statement because I think you will find all of it important.

BING CROSBY is on a five week absence from NBC Kraft Music Hall on a War Bond selling assignment for the Treasury Dept. His brother Bob is pinchhitting as m.c., and also continuing his own series, *Bob Crosby & Co.*, on NBC stations.

YOU CONTENTED WITH ORDINARY (KY.) RESULTS?

We don't know what the founders of Ordinary (Ky.) had in mind when they selected that extraordinary name for their metropolis. Maybe they were thinking of radio results! Because all the *combined* Ordinaries, etc., etc., etc., in the State actually don't produce as much business as the Louisville Trading Area . . . where WAVE is the nearest, clearest source of NBC entertainment. Get the idea?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

REWARD FOR WAR work goes to Ray C. Jenkins (center), general sales manager of KSTP Minneapolis-St. Paul receiving the first award given by the Advertising Club of Minneapolis for his outstanding contribution as director of USO activities for the area. Joyce Swan (l), president of the ad club and business manager of the *Minneapolis Star Journal and Tribune* presents the award, while George D. Olds, assistant to the president of Continental Oil Co., ad club speaker, looks on.

HIDDEN OWNERSHIP HEARING ORDERED

ALLEGATIONS of hidden ownership of WGKV, Charleston, W. Va., local, will be inquired into by the FCC under action last Tuesday designating the application for the renewal of license of the station for hearing.

The FCC action said it had adopted the hearing order on renewal of license "upon issues to be determined." The bill of particulars, when issued, it is understood, will seek information on ownership of the station beyond that shown on the FCC records. The question of WGKV ownership has been investigated by the House Select Committee, and it is believed the Commission's determination to conduct the renewal hearings was predicated upon the Congressional inquiry.

The FCC records show WGKV is licensed to Kanawha Valley Broadcasting Co., with Worth Kramer, general manager of the station, as controlling stockholder. Mr. Kramer acquired 51% in June, 1942 from William A. Carroll for $10,500. WGKV began operation in 1939.

The House Commitee inquiry, conducted by Eugene L. Garey, chief counsel, questioned ownership interests of Comdr. John A. Kennedy, as president of the West Virginia Network. Comdr. Kennedy's radio properties include WCHS, Charleston regional station.

Roma Replaces

With shifting of the account from McCann-Erickson, San Francisco, to the Biow Co., New York, Roma Wine Co., Lodi, Cal., on Dec. 2 replaces the current CBS *Roma Show* with a weekly half-hour mystery thriller titled *Suspense*. Sponsor is retaining the same list of stations and network time, Thursday, 8-8:30 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Package deal, now a sustaining feature on the network, includes Bill Spier as producer with guest name talent. Lud Gluskin is musical director.

FCC Stiffens Rules

(*Continued from page 9*)

and KGBS, while contracted to join CBS, have not actually been accorded program service because of the inability to lease network telephone circuits to these points.

The FCC's action marked the first official expression from the Commission on the regulations since they became effective June 15. Previously, the FCC had denied petitions for relief under certain provisions of the rules filed in behalf of Yankee Network and Don Lee, both of which as regionals, sought additional time for program clearance, and NBC, which sought to procure additional evening option time in exchange for morning option time. The Commission in each instance held, broadly, that the rules had not been effective long enough to ascertain whether any hardships were actually being encountered.

Of the major networks, CBS alone did not modify the overall provisions of its affiliation contracts, but employed the formula of riders and "saving clause" presumably on the theory that the regulations subsequently might be changed. No question had been raised as to the legality of this method in the past despite discussion with Chairman Fly and General Counsel Denny, according to CBS.

Television Ready to Go, Say Paramount Officials

TELEVISION is ready to give good service in the immediate postwar period, Klaus Landsberg, television director of Television Productions, subsidiary of Paramount Pictures, told the 54th semi-annual technical conference of Society of Motion Picture Engineers in late October.

Y. Frank Freeman, vice-president in charge of production for Paramount Pictures, declared the film industry "is fully prepared to meet the challenge coming up". Mr. Landsberg believes television will be financed through advertiser sponsorship. "I expect it to follow the same general development as radio," he said.

Hooper Changes

JAMES O. PARSONS Jr., former assistant timebuyer of McCann-Erickson, New York, and previously of WWNY Watertown, N. Y., has joined C. E. Hooper Inc., New York, to work in the station coverage division of the station audience reports dept. Also joining Hooper recently as general office expediter and purchasing agent is Thomas B. Roach, formerly of Muzak Corp. and World Broadcasting System. Mary Elizabeth Appel, executive secretary of the American Assn. of Nurse Anesthetists, Chicago, is now director of Hooper's field staff, and Jeanette King, formerly of Blackett-Sample-Hummert, Chicago, is now on Mr. Hooper's personal staff.

SPONSORS SPEAK LOUDER THAN WORDS

WOV NEW YORK

UP 354%

Yes, our national spot dollar volume was up 354% for the first 8 months of 1943.

WSGN

Call Headley-Reed

Affiliated with The Birmingham News

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Miller Committee

(*Continued from page 10*)

contracts in the light of the Department of Justice consent decree, Mr. Miller said, there is presented an "immediate problem." He asserted many stations which had recently been audited by ASCAP had written NAB regarding demands made by the copyright society.

"We believe that rather than have each station argue these claims with ASCAP, a real service could be rendered both to the industry and to ASCAP by a meeting of the music committee with ASCAP whereby the subject could be handled on an industry-wide basis. ASCAP has indicated an interest in meeting with the Committee.

"There are other problems which the Committee can well consider and in connection with which the Committe can render service to broadcasters. The work of the Committee will in no way duplicate or overlap the work of the Program Managers Committee or the Advisory Committee on the Recording Ban, both of which Committees are active in related but different fields."

Other members of the Committee under Chairman Arnoux are: James P. Begley, KYW Philadelphia; Arthur Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; C. W. Myers, KOIN-KALE Portland, Ore.; Elliott Sanger, WQXR New York City; Robert R. Smith, Jr., WWSW Pittsburgh; John Wahlstedt, WHB Kansas City; Warren Williamson, WKBN Youngstown; Thomas Belviso, NBC New York; Frank White, CBS New York.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR

Winston-Salem, North Carolina

Quoting WGY's Program Manager A. O. Coggeshall:

A Singing Find

referring to Betty Bower

WGY SCHENECTADY, N. Y. 50,000 WATTS

Woolf Wins Award

WINNER of the 1943 National H. P. Davis Memorial Announcer Award, for the mountain time zone, is John Woolf of KDYL Salt Lake City. Woolf's first radio job was as page boy for CBS while he was still a freshman at Columbia U. In 1939 he joined KDYL as announcer. He now is laid up with laryngitis from yelling when George Provol, program director told him of the honor awarded him.

Dr. Fosdick Resumes

DR. HARRY EMERSON FOSDICK, pastor of Riverside Church, New York, has resumed his winter series of National Vespers on the BLUE Sunday, 2:30-3 p.m., presented in cooperation with the Federal Council of the Churches of Christ in America.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

SPORTS NEWS for sport fans and sporting goods is the natural formula for the program Wilson Sporting Goods Co. is signing. Arch Ward, sports editor of the *Chicago Tribune*, is the commentator and the show is *Arch Ward's Sports Review*, on MBS Fridays, 10:15-10:30 p.m. Standing (l to r): A. J. Englehardt, account executive, U. S. Adv. Corp., Chicago, which is servicing the account; Ted Doescher, MBS account executive; Bob Vance, Wilson advertising manager, and J. C. Ewell, president, U. S. Adv. Corp. Arch Ward is seated, with L. R. Icely, president of Wilson Sporting Goods Co., signing the contract.

MUNDT SEEKS FCC NEWS POLICY VIEWS

REACTION of individual members of the FCC to the radio news controversy, revived when CBS defined its policy for commentators [BROADCASTING, Oct. 4], is sought by Rep. Karl E. Mundt (R-S. D.).

In letters addressed to each Commissioner, Rep. Mundt last week asked specifically for reaction to his own speech on the House floor a fortnight ago [BROADCASTING, Oct. 25], to an article on "Free Speech: The Right to be Heard" by Ed Craney, general manager of the Z-Bar Net in the Oct. 18 BROADCASTING; the CBS rules governing commentators and article by Quincy Howe, CBS commentator, in the November *Atlantic Monthly*, and to Chairman James Lawrence Fly's recent speeches on "Freedom to Listen".

"I want to know how the Commission feels about this question," said Rep. Mundt. "So far I have received four replies, including a five-page letter from Chairman Fly. When all the replies are in I plan to summarize them and present the views of the FCC members to the House."

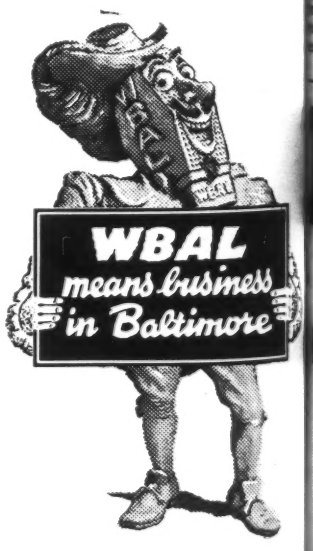
Buechner Named

THOMAS S. BUECHNER, vice-president of Ted Bates Inc., New York, since its inception, has been named assistant to the president and chairman of newly-organized plan and creative board.

WELI All English

WELI New Haven, has discontinued all foreign language broadcasts, the move becoming effective in mid-October, according to Harold A. LaFount, vice-president of City Broadcasting Corp., operator of the station. Mr. LaFount said the change was made "to serve the great majority of the public, rather than just a small minority."

HEADLEY-REED Co., station representative, has moved its New York offices from the Graybar Bldg., 420 Lexington Ave., to the Chrysler Bldg., 405 Lexington Ave., New York 17. Telephone is Murray Hill 3-5470.



Edward Petry & Co., National Representative

"OUR FIFTH YEAR"

for Kohlers Dry Cleaners, **WFMJ**

THE SHADOW

Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

123 NBC STATIONS FOR ALUMINUM

ALUMINUM Co. of America, Pittsburgh, will enter network radio for the first time Dec. 4, with a Saturday morning serial on the human life story of an average American family in wartime, titled *Lighted Windows*. An institutional series with the purpose of building up the post-war market, the program will be heard on 123 NBC stations, Saturday, 11:30-12 noon. Written by Charles Robinson, and directed by Basil Lochrane, the show will be produced by Transamerican Broadcasting & Television Corp., with Fulton R. Oursler as consulting editor. An actor will read commercials.

Aluminum Co. use of radio has been confined in the past to local space purchases for employe morale and recruitment campaign. Fuller, Smith & Ross, New York, handles the account.

Maj. Harris in Hollywood

MAJ. JACK HARRIS, formerly of WSM Nashville, executive officer of the Radio Branch, Army Bureau of Public Relations, in Washington, is in Hollywood in temporary charge of the Army's Pacific Coast radio headquarters. He is reorganizing the office following the resignation of Robert C. Coleson, civilian chief of the office, who has joined N. W. Ayer & Son, as Hollywood manager.

Schechter Back in U. S.

CAPT. A. A. Schechter, former director of news and special events for NBC, is back on duty at Army Air Force headquarters in Washington following a special mission to the European war theatre. He is attached to the public relations office of Air Forces under Col. William Westlake, handling special radio projects.

Dyke a Lt. Colonel

GLEN R. DYKE, former sales promotion manager of NBC, now on foreign service, has been promoted to a lieutenant colonelcy in Army special service. Col. Dyke left NBC in 1941 to join OWI, and was commissioned a major in the Army early this year.

FIRST COLUMBIA-OWNED station managers meeting—excluding those held during the NAB conventions—was attended by (l to r): Howard S. Meighan, Eastern sales manager of Radio Sales, New York; J. L. Van Volkenburg, assistant to the vice-president, WBBM Chicago; Merle Jones, general manager, KMOX St. Louis; J. Kelly Smith, general sales manager of Radio Sales, WBBM; A. D. Willard Jr., general manager, WBT Charlotte; Frank Stanton, CBS vice-president and host to the gathering; J. Archie Morton, sales manager, KNX Los Angeles; Carl J. Burkland, general manager, WTOP Washington; A. E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; Arthur Hull Hayes, general manager, WABC New York; Harold Fellows, general manager, WEEI, Boston. Not in picture: D. W. Thornburgh, of KNX; also Ed Norton, chairman of the board, and Thad Holt, president and general manager of WAPI Birmingham, which is represented by CBS Radio Sales.

CBS-OWNED STATION HEADS MEET IN N.Y.

MANPOWER and equipment shortages and other wartime problems occupied top executives of CBS-owned and operated stations during their meeting with CBS vice-president Dr. Frank Stanton and other network executives last Monday and Tuesday in New York. Unusual in that it was not called to meet an emergency situation, this meeting was scheduled at the group's last meeting at the NAB Convention last spring. There was no formal agenda and the session was operated as a roundtable discussion.

Charles Collingwood, CBS correspondent just back from No. Africa and England, spoke at the Monday luncheon, and that afternoon A. C. Neilson described his audimeter method of measuring listening habits. Tuesday noon William S. Paley joined the group at luncheon to discuss CBS programming plans.

Parsons to Army

EDGAR PARSONS, manager of WLDS Jacksonville, since its inception two years ago, has been inducted into the Army. He reported for active duty at Camp Grant, Illinois, Oct. 30. Active management of the station will be in the hands of E. J. Korsmeyer, who is one of the three owners.

Higher Excises Proposed

INCREASES proposed last week by the House Ways & Means Committee in excise levies on leased wire service do not apply to transmission broadcast programs, according to Internal Revenue Bureau sources. Program transmission is now exempt from tax by the Bureau's Reg. 42, Sec. 13043. The proposed increases include a 10% tax on manufacturers value of soap, dentifrices and mouth wash, and an increase in the retail levy on cosmetics from 10% to 25%. Sharp increases are proposed in the taxes on all alcoholic beverages. General admission tax (theatre tickets, etc.) would be raised from 1 to 3 cents on each 10 cents charged. Increases in postage rates were proposed, and another 5% would be added to the present 10% tax on rail, bus and train fares. The committee turned down a general sales tax proposal.

Beich Spots

PAUL F. BEICH Co., Bloomington, Ill. (Pecan Pete candy bars), has placed a schedule of spot announcements in October and November on the following stations: WBRC KARK KLRA KLZ WMAL WCOA WSB WENR WGN WISH WHO KGGF KSAL KFH WAVE WHAS WWNY WPTF WCKY WTAM KOMA WKY KTUL KVOO WHP WJAS WCSC WWL WJR KDAL KSTP KCMO WDAF KSD KGBX WKBW WIS WNOX WREC WLAC KRIS WFAA KROD KTSM KXYZ WOAI KWFT WMBG WRVA WEAU. Agency is Arthur Meyerhoff, Chicago.

Lathrop Joins WNAC

ARTHUR E. LATHROP Jr. has been appointed Director of Research of WNAC Boston and the Yankee Network, Linus Travers, Executive Vice-President of the network, announced last week. Mr. Lathrop has been production manager of Cory Snow Inc. for the past year and had previously been with the Harry M. Frost Co. and the Jordan Marsh Co. He is a graduate of the College of Business Administration of Boston U.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

24 Hours a Day!

WOL

WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

KOZY

FM in KANSAS CITY

★

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

WJR

Detroit

BASIC STATION
COLUMBIA BROADCASTING SYSTEM

"This would happen right in the middle of a WFDF Flint Michigan murder mystery."

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY

—if the network they are on cannot furnish coverage here

WSAY

ROCHESTER, N. Y.

MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Don't dig so hard for sales when they come so easy in Albany!

WGPC

ALBANY, GA.

CBS

REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 23 TO OCTOBER 29 INCLUSIVE

Decisions . . .

OCTOBER 26

WTBO Cumberland, Md.—Granted acquisition of control by Aurelia S. Becker from Leon E. Pamphilon for $10,484, representing 50 additional shares of capital stock. Granted CP to change 820 to 1450 kc, hours from limited to unlimited; conditions.

KFMB San Diego—Granted transfer control from First National Trust & Savings Bank of San Diego to O. L. Taylor and Jack O. Gross for $995,000.

WJW Akron—Temp. license extended Nov. 16, or such earlier date as WJW goes on program tests at Cleveland.

WMIS Natchez, Miss.—Granted license renewal for regular period.

WGRM Greenwood, Miss.—Same.

WOCB West Yarmouth, Mass.—Designated for hearing application for license renewal.

WGKV Charleston, W. Va.—Same, on issues determined by FCC.

WJBW New Orleans—Transferred Nov. 8 hearing in Washington to New Orleans; authorized adjourning same to other points as necessary.

WBKB Chicago—Granted mod. of CP for changes in equipment and extension of completion date; license to cover CP for new commercial television station, in part. Conditions.

OCTOBER 27

KCMO Kansas City—Granted motion to postpone hearing from Nov. 4 to Dec. 6 re application for mod. license.

WOKO Albany, N. Y.—Granted motion for extension of time to file proposed findings from Nov. 9 to December 9 re application for license renewal.

Applications . . .

OCTOBER 25

W2XWV New York—Cp change experimental to commercial operation, change antenna system.

WTMC Ocala, Fla.—License to cover CP to change transmitting equipment, increase power.

KDNT Denton—CP to increase 100 to 250 w, change transmitting equipment.

OCTOBER 27

KNET Palestine, Tex.—Voluntary transfer of control from Bert Horswell, Beverly Gordon Horswell, and Pauline Mayer Gordon estate to Billy A. Laurie, Leita Moye Laurie, Ben A. Laurie (100 shares capital stock).

OCTOBER 29

NEW, Karl L. and Grant F. Ashbacker, d-b as Ludington Broadcasting Co., Ludington, Mich.—CP for standard station on 1490 kc, 250 w, unlimited, amended to change frequency to 1450 kc.

Durham Radio Corp., Durham, N. C.—CP, for new FM broadcast station.

Don Lee Broadcasting System, San Francisco—CP for new commercial television station on 50,000,000-56,00 kc.

Birney Imes, Tupelo, Miss.—Petition to reinstate application for CP for new station on 1490 kc, 250 w, unlimited, dismissed at request of applicant.

Tentative Calendar . . .

WFTL Fort Lauderdale, Fla.—Further consolidated hearing on voluntary assignment of CP and license; license to cover CP; mod. license to move main studio (Nov. 3).

WGAR Cleveland—Oral argument on CP for 1220 kc, 5 kw, DA-D-N, unlimited (Nov. 3).

WHBC Canton, O.—Same for 1480 kc, 1 kw, DA-N, unlimited (Nov. 3).

WADC Akron—Same for 1220 kc, 50 kw, DA-D-N, unlimited (Nov. 3).

SOUTHERN PACIFIC Co., San Francisco, on Nov. 10 starts for 52 weeks, *The Main Line*, on 11 Don Lee Pacific stations, Wed., 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

METRO-GOLDWYN-MAYER, New York, on Nov. 15 starts Fulton Oursler's *People's Reporter* on over 50 MBS stations. Mon. thru Fri., 8:15-8:30 p.m. Agency: Donahue & Coe, N.Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 1 only sponsors Sugar Bowl football game on full CBS network, 3:45 p.m. Agency: Maxon Inc., N. Y.

McELROY Mfg. Corp., Boston, on Mon. Nov. 8 only, sponsors Army-Navy "E" Award ceremonies on 42 MBS stations, 4:30-5 p.m. Placed direct.

Renewal Accounts

CHEF BOY-AR-DEE QUALITY FOODS Inc., Milton, Pa. (spaghetti etc.), on Nov. 1 renews for 52 weeks *Boake Carter*, at the same time adding 46 MBS stations, making a total of 58 MBS stations, Mon., Wed., and Fri., 12 Noon-12:15 p.m. Agency: McJunkin Adv., Chicago.

Network Changes

JOSEPH TETLEY & Co., New York (Jiffy Soup), on Nov. 8 shifts *Morning Market Basket* from 46 BLUE stations, Tues., Thurs., and Sat., 10-10:15 a.m. to 30 CBS stations, Tues., Thurs., and Sat., 9:45-10 a.m., and C. F. Mueller Co., Jersey City (Macaroni), on an undetermined date shifts same program from 36 BLUE stations, Mon., Wed., and Fri., 10-10:15 a.m. to 32 CBS stations, 9:45-10 a.m. Agency: Duane Jones Co., N.Y.

ROMA WINE Co., Fresno, Cal. on Dec. 2 replaces *Roma Show* with *Suspense* on 81 CBS stations, Thurs. 8-8:30 p.m. Agency: Biow Co., N.Y.

WESTINGHOUSE ELECTRIC & Mfg. Co., East Pittsburgh, Pa. (institutional), on Nov. 14 shifts *Westinghouse Program* on 129 NBC stations, Sun., 2:30-3 p.m., from Hollywood to New York for seven weeks. Agency: Young & Rubicam Inc., N. Y.

Lang-Worth to Regional

RETURNING to the field of live radio shows after several years spent in developing its transcription library, Lang-Worth Feature Programs, New York, is feeding a weekly half-hour musical show to WXYZ, Detroit, and six stations of the Michigan Network, for presentation by the Goebel Brewing Co., Detroit. Agency is Brooke, Smith, French & Dorrance, Detroit.

NEMA Names Stoll

CLARENCE G. STOLL, president and director of the Western Electric Co., was elected to the Board of Governors of the National Electrical Manufacturers Assn. at its annual meeting last week in the Waldorf Astoria, New York. Mr. Stoll has been president of Western since 1940, having joined the company shortly after his graduation from Pennsylvania State College in 1903.

C. BURT OLIVER has been appointed assistant treasurer of Foote, Cone & Belding, New York. For the past year he has been business manager of the agency's Los Angeles office, and has had thirteen years of advertising agency experience prior to that time.

Network Accounts

All time Eastern Wartime unless indicated

New Business

CORONET MAGAZINE, Chicago, on Nov. 7 starts *Coronet Story Teller* on 60 MBS stations, Sun., 6:45-7 p.m. Agency: Schwimmer & Scott, Chicago.

WILSON SPORTING GOODS Co., Chicago, on Oct. 22 starts Arch Ward's sports news *Preview* on 61 MBS stations, Fri. 10:15-10:30 p.m. Agency: U. S. Adv. Corp., Chicago.

FOX WEST COAST THEATRES, Los Angeles, on Oct. 23 added Sat., to *Dr. Palyzoides*, on 16 Don Lee Cal. stations, Mon., Wed., 10-10:15 p.m. (PWT). Placed direct.

ALUMINUM CO. OF AMERICA, Pittsburgh (institutional), on Dec. 4 starts *Lighted Windows* on 123 NBC stations, Sat., 11:30-12 Noon. Agency: Fuller, Smith & Ross, New York.

Lip Mike

DESIGNED particularly for use in tanks and under conditions where freedom of the hands is needed, a midget microphone, worn on the upper lip, has been adopted for use by the Army Ground Forces, the War Dept. announced last week. The "lip mike" operates on a new noise-canceling principle and fits easily under gas masks and dust respirators. Sustained in position by ear bands, it is provided with breath shields in front and back which act as buffers of air from the mouth which would otherwise cause confused or unintelligible sounds. The new device can withstand total immersion for about 10 minutes without injury to its mechanism, according to the War Dept.

in the CONTROL ROOM

VERNON FULTON, member of WLS engineering staff for the year, has joined the Radar Divi of Westinghouse Electric Co., C cago.

THOMAS E. GOOTEE, NBC Chi go engineer on military leave ser with the Army Signal Corp., has promoted to the rank of captain.

JOHN E. DICKERSON, WC Cincinnati engineer, has been appo ed to the part-time position of engineer for the city of Covin Ky. He recently completed insta tion of a two-way FM police system for the city.

FRED MOORE, engineer of WI Philadelphia leaves Nov. 6 for Chi go, where he will become head of transcription department of Blac Sample-Hummert.

ARTHUR KULOSA, JR., form of Stewart-Warner Radio Corp., C cago, has joined the engineering s of WIND Gary-Chicago.

JACK MAGOON, new to radio joined the technical staff of CK Vancouver.

GORDON BROWN, former prod director and transmitter operato KSRO Santa Rosa, Cal., has jo the Merchant Marines.

THE BRIGHT SPOT of Eastern New York

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ALBANY

Only BLUE Network Station Covering this Area

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

First Class Radio Telephone Operator—Permanent position. Union scale. Contact Chief Engineer, WDSU Inc. New Orleans, La.

Announcer—Permanent position with 5 kw, regional network station for draft deferred. experienced man. Box 472, BROADCASTING.

Announcer—Progressive North Carolina two network station has opening for experienced announcer. Permanent position . . . good salary . . . chance for advancement. Tell all first letter. Box 471, BROADCASTING.

WRITER—Young, ambitious man familiar with preparation of trade stories for radio industry is wanted by large Eastern metropolitan station. Real opportunity for man now engaged by a local station. Advise as to experience, salary and draft status. Box 468, BROADCASTING.

OPERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

Radio Engineer Wanted—First, second, or third class license—steady position—good wages—give full particulars—apply Chief Engineer, Box 111—McComb, Miss.

WANTED—Experienced newscaster. Also want strong-selling commercial announcer. Give complete information, references, draft status, and desired salary. Iowa Broadcasting Company, Des Moines 4, Iowa.

Wanted—Announcer—Must be good. Please give all information concerning experience, draft status first letter. Salary $40.00-$50.00 weekly. CBS Station in East. Address Box 465, BROADCASTING.

ANNOUNCER—Experienced, wanted about November 15. State draft status, and salary desired, in first letter. Address Program Director, WHEB, Portsmouth, N. H. Transcription, please.

MAN—With sales ability. To contact Chicago agencies and advertisers for radio station representative. Opportunity for future. Salary $195 monthly. Box 464, BROADCASTING.

PROGRAM DIRECTOR For New England Network station. An announcer who feels that he would be a good program director. A man who can write copy, service accounts, and handle the detail work and traffic involved. Program creative work helpful, but the other qualifications most essential. Box 463, BROADCASTING.

Announcer—With any class ticket. Excellent opportunity. Wire telephone number. WSAM, Saginaw, Michigan.

Talent Wanted—Acts for regional network broadcast originations. (Non-musical preferred). Gene O'Fallon, KFEL, Denver.

Wanted Announcer—Will consider man with limited experience. General staff work. Good working conditions. WKBH, La Crosse, Wisconsin.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 473, BROADCASTING.

First Class Engineer-Announcer Living quarters provided. Send complete details, salary expected, voice transcription with first letter. Box 448, BROADCASTING.

Situations Wanted

ARTIST—Radio Theatre organist (classical popular) novachord, piano—program director Astro-psychologist. Present salary $150.00 week. Box 458, BROADCASTING.

PROGRAM DIRECTOR-MANAGER—All phases programming—business experience — youthful — progressive — capable — congenial — best references — draft deferred—will prove definite asset. Box 476, BROADCASTING.

Competent Continuity and Commercial Writer—Now employed at an outstanding Southern station desires change. Also announcing capability if you desire female voice. Age 23, college (Columbia U.) and practical experience. Box 470, BROADCASTING.

PROGRAM DIRECTOR, NEWS EDITOR, ANNOUNCER—Ten years experience, young, draft exempt. Available now. Go anywhere. Box 466, BROADCASTING.

CHIEF ENGINEER—Successful record large station. Desires permanent position. Reliable family man. Box 462, BROADCASTING.

ANNOUNCER — Woman . . . five years' experience, exp. also in directing women's programs, acting, musical and traffic direction. and script-writing, wishes position with promising future. Trans. upon request. Box 460, BROADCASTING.

Producer-Writer—Long network experience—honorable discharge—seeks connection in one of the major radio centers. Box 459, BROADCASTING.

ANNOUNCER AVAILABLE—4F, age 26, 4 years staff announcing, news, script. Network experience, Mutual, C.B.S. Will accept staff announcing or program—$60 minimum. Don Grey, WIS Columbia, South Carolina.

Program Director-Announcer—With long all-around radio background. Permanent 4-F. College. Available at once for permanent spot for $57.50 weekly. Box 457, BROADCASTING.

Program Director-Announcer—4 years in radio. References. Just received honourable medical discharge from Army. Box 456, BROADCASTING.

Inexperienced Announcer—Desires connection. Resonant baritone melodious voice that will intrigue and hold the listener. Box 455, BROADCASTING.

Seven Years—As transmitter and control room operator. Can qualify for chief. Desire change, 3-A. Box 454, BROADCASTING.

Experienced Operator—Wants position as operator or chief. Draft exempt. Ex-service man. First class ticket. Presently employed. Box 453, BROADCASTING.

Women's And Educational Programs—Will consider progressive small station. Five years actual experience in production, continuity and announcing. Have taught radio and dramatics. Masters Degree in Radio. Box 452, BROADCASTING.

Chief Engineer Any wattage. Graduate Decade experience installations, measurements, maintenance. What's it worth to forget your technical, personnel problems? Box 450, BROADCASTING.

Chief Engineer Now employed by large metropolitan station. Extensive broadcast experience 250 to 50,000 watts, also international broadcast UHF etc. Details upon request. Box 449, BROADCASTING.

Announcer-Newscaster Available immediately to milder climate. 4-F. Bill Dillner. 3748 Sheffield. Chicago, Illinois.

School Schedule

AMERICAN SCHOOL, New York, has signed a 13-week contract with WJZ New York, to sponsor a weekly ten-minute educational program starting Oct. 27 in behalf of its correspondence courses. The series features Frank Colby, syndicated columnist, who gives the meaning, derivation and pronunciation of selected words. The school has completed a brief run on another New York station. Schedule for its annual fall and winter campaign has not been completed. Agency is Equity Adv., New York.

Wanted to Buy

Wanted to Buy—1 K.W. or better Radio Station . . . west or southwest preferred. Cash deal. Send outline of proposition to Box 469, BROADCASTING.

Wanted To Buy—Complete 5 KW transmitter, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 475, BROADCASTING.

Wanted to Buy—Regional or local station Midwest or Southwest. Box 474, BROADCASTING.

WANTED—Limiting amplifier. Any make. KLCN Blytheville, Arkansas.

Wanted To Buy—Complete 250 watt Broadcast Station, including antenna, all studio and FCC approved monitoring equipment. Box 451, BROADCASTING.

Paley Decorated

THE ORDER OF CRISTOBAL COLON, highest civilian decoration of the Dominican Republic, has been conferred by presidential decree of Generalissimo Rafael L. Trujillo, upon William S. Paley, CBS president, with the rank of Commander, and upon Edmund A. Chester, CBS director of Latin American relations, with the rank of Officer. Mr. Chester accepted the awards for Mr. Paley and himself Sunday, Oct. 24 from Rafael Compres, Consul General of the Dominican Republic. Decorations recognized contributions to continental understanding and friendship through the 97-station CBS Network of the Americas, opened last year. Mr. Paley and Mr. Chester received similar honors from the Cuban government last June.

Ensign Robert Green

ENSIGN Robert Edmund Green, USNR, former NBC page, was killed in action overseas Sept. 29. Besides his parents, he leaves his widow, the former Margaret Thompson. Ensign Green enlisted in the Naval Air Force Feb. 4, 1942. He piloted a torpedo bomber in the North-African area.

PROFESSIONAL DIRECTORY

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Promptly the
1944 Yearbook
Questionnaires

Lives Saved as Radio Invaded Africa

Mystery Transmitter On U. S. Battleship Used Morocco Frequency

THE STORY behind the story of radio's participation in the North African invasion, and how it smoothed the way for the American and British forces, saving thousands of lives on both sides, is told in the following article titled "Allo Maroc!" by C. L. Strong, from the current issue of the Bell Telephone Magazine.

ON NOV. 8, 1942, a strange voice cut in on the frequency of the radio station, Radio Morocco, at Rabat:

"Allo Maroc! Allo Maroc! This is the transmitter of the American Armed Forces."

In a matter of minutes Arabs, Berbers, Sengalese, and Frenchmen were excitedly exchanging scraps of a message directed to them from that transmitter by the President of the United States: "*Mes Amis* . . . we come among you to repulse the invaders . . . have faith in our words . . . help us where you can . . . Vive la France eternelle!"—and all of the inhabitants but a scattered few were heeding specific admonitions from General Dwight D. Eisenhower and General Henri Honore Giraud to lay down their arms and cooperate.

Prelude to Landing

That message was the prelude to the arrival on African beaches of scores of snub-nosed invasion barges from which swarmed khaki-clad British and American boys. How many of them are alive today because of that "mystery" transmitter, no one can say. But their numbers must run into thousands.

The action, swift, sure, perfectly coordinated, is now history. Most Frenchmen, of course, felt more like cheering than battling. From Algiers to Casablanca, local inhabitants of the key cities generally stood idly on the sidewalks, enraptured; even milkmen kept delivering supplies as if nothing were happening. Words, far more than bullets, won the cause. Within 16 hours, General Alfonse Pierre Juin surrendered Algiers. And in less than a week the blue Atlas mountains and the Pillars of Hercules looked down on cities, where Odysseus sailed in the fabled dawn of Greece, to see American doughboys from the plains of Iowa and the green hills of Vermont quietly patroling the crooked streets—and trying hard to look unconcerned.

When the "voice of the American Armed Forces" first called upon loyal Frenchmen for support, many thought the words actually came from the broadcasting station at Rabat and that French Morocco already was in American and British hands. Vichyites and Nazis, who knew better, searched madly for the mysterious station and, not finding it, forced Radio Morocco to resort to jamming. But even the jamming didn't quite work. The mystery station shifted its frequency just a little and, for four days on and off, news from the battle fronts, warnings to civilians to take cover, appeals to loyal Frenchmen, continued to come through.

Nazis and Vichy French leaders in North Africa would have given a great deal to know where the mystery transmitter was located—although it wouldn't have done them much good. Off shore, over the horizon, lay the sinister shape of a great American battleship. Aboard her, under the protection of her deadly batteries and enclosed by a screen of destroyers, was a Western Electric 5 kw radio broadcasting transmitter.

The story of how this transmitter, designed to bring to New Jersey listeners the usual entertainment fare and the "commercials" of the ether, happened to be aboard a battleship in action off the coast of Africa is one of the intriguing stories of the war.

It began Sept. 29, 1942. Into Western Electric's Radio Division came the first "triple A" priority and directive ever seen by the men who work there on Government contracts.

The Amphibian Command needed a 5 kilowatt transmitter—in a rush! Every hour—every tick of the clock—counted. Its purpose and ultimate destination were not disclosed. No importance could be attached to the fact that manufacture of such apparatus had been suspended for the duration—that even replacement parts were becoming increasingly scarce. Only two facts mattered: the Company *had* manufactured such equipment, it *must* find such equipment and make delivery to Norfolk, Virginia—and would do so, somehow.

Division records disclosed that a 5 kilowatt transmitter had been delivered to radio station WHOM in Jersey City—that its installation had not been completed. With a lot of cooperation from all concerned, the equipment was turned over to the Government and rushed to Norfolk, Va., under Army guard. Simultaneously, the Company's Kearny Works dispatched replacements for the few missing parts, and a full complement of spares, to meet the transmitter at the Naval base.

Of all the Bell System men who participated in the work, only two Bell Telephone Laboratories' engineers knew why the Amphibian Command so desperately needed a a transmitter. They disappeared in the feverish activity of Norfolk and were not heard from again until late in October. Their job, installing the transmitter aboard the warship, took precedence over everything.

During the last hurried days, the side of the deckhouse on the battleship was ripped open so the transmitter could be installed within—the most confined space, incidentally, in which such equipment had ever been set up. A generator, the only one the Army could locate in the time alloted, was rushed from a South Carolina cotton mill, and practically rebuilt on the job.

Then came the final, crucial test. The battlewagon steamed out of the roadstead and opened up her guns to see if the delicate parts of the transmitter could withstand the shock. They could and did—even the concussion of a five-inch gun not twenty feet away.

Drawn for BROADCASTING by Sid Hix

"He Won the Promotion Men's Association Medal for a Novelty Picture—A Publicity Photo Without Mike or Call Letters!"

13 Panels to Study Post-War Planning

Non-Sponsors May Participate In Recently Named Groups

THIRTEEN PANELS have been created by the RTPB to carry out its plan to chart the technical future of the radio industry and services, including frequency allocations and systems standardization. Eight chairmen and vice-chairmen have been appointed, with five yet to be named. Members and alternates of the administrative committee of the Board, charged with making regulations governing all expenditures and approving the budget, have also been named, according to W. R. G. Baker, chairman of RTPB and vice-president of General Electric Co.

The panels, with chairman and vice-chairman so far appointed are as follows: Spectrum Utilization, A. N. Goldsmith, R. H. Manson; Frequency Allocation; High Frequency Generation, R. Wise, H. Argento; Standard Broadcasting; VHF Broadcasting, G. E. Gustafson, C. M. Jansky; Television, D. B. Smith, I. J. Kaar; Facsimile, J. V. L. Hogan, C. J. Young; Radio Communications; Relay Systems, E. W. Engstron, R. Bown; Radio Range, Direction and Recognition, W. P. Hilliard, C. G. Fick; Aeronautical Radio; Industrial, Scientific and Medical Equipment, C. V. Aggers, H. B. Marvin; Police and Emergency Service. Sub-panels will be appointed later.

Members of the administrative committee and their alternates are Prof. G. Bailey, K. B. Warner, ARRL; W. J. Damm, T. Streibert, FMBI; H S. Frazier, Neville Miller, NAB; Haradan Pratt, B. [illegible] Thompson, IRE; Dr. R. H. Manson, F. Williams, RMA.

Only sponsors who contribute financially to the RTPB are represented in the administrative committee. Anyone interested in the work, however, may have representation on panels or various committees reporting to a panel without becoming a sponsor. Organizations whose remoteness makes regular attendance at meetings impossible may be represented at meetings through an observer and will be kept informed through regular reports.

Blue Names Agency

THE BLUE network has appointed Geyer, Cornell & Newell, New York, to handle its advertising, it was announced last week by Edgar Kobak, executive vice-president of the BLUE. The appointment became effective immediately. New work advertising was formerly handled by Foote, Cone & Belding, New York, which resigned as agency in line with a policy not to handle media accounts.

DRY BRUSH FOR DAYTIME

LOWELL THOMAS

Our artist's dry brush depicts anything but dry pictures of the Monday through Friday audiences WLW attracts for its advertisers.

Especially arresting is the portion of Hooper's Mid-Winter '43 Report which shows the amount and distribution of listening to WLW as compared to stations served by the four major networks. In this section, devoted to the 28 area cities and 218 rural communities which account for 86.7% of the audience weighting in Hooper's Report, you'll find some mighty interesting reading. And we hope you get around to it soon. Of course, if you haven't received your WLW Faxfile, or its latest release, "The Listening Finger Points," just let us know, and we'll send you a copy.

FRED WARING
"PLEASURE TIME"

DAVID WHITEHOUSE • BERNARDINE FLYNN • ART VAN HARVEY
"VIC AND SADE"

ARTHUR PETERSON
"GUIDING LIGHT"

VIRGINIA PAYNE
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WLW

STATION